

# LIFE



7:15 IN A LEGIONNAIRE'S HOME

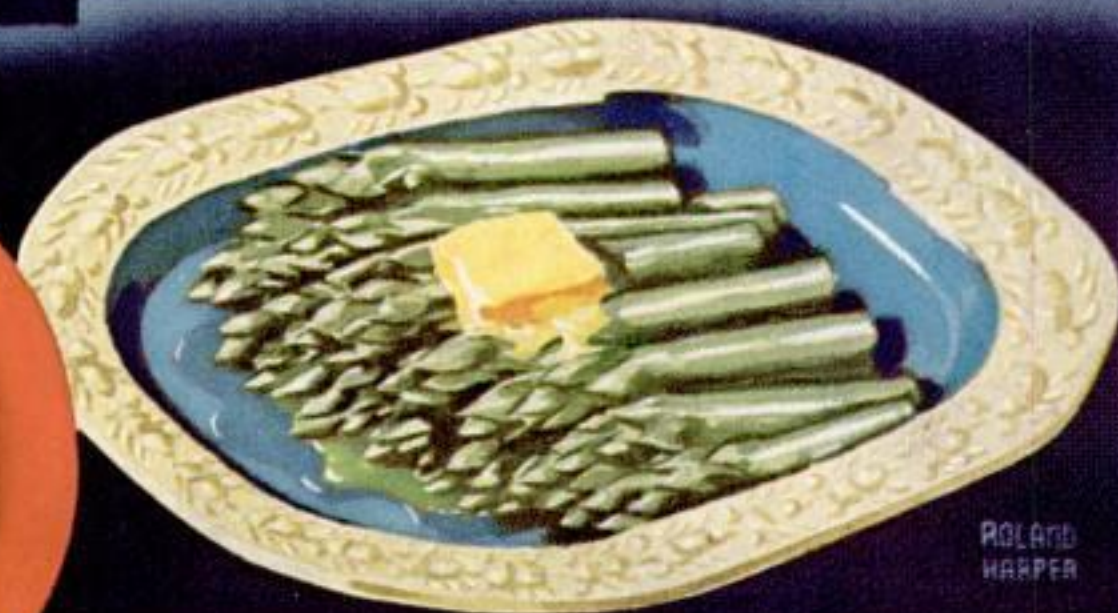
OCTOBER 4, 1937 **10** CENTS



For thirty-one years—

# HURFF

has been putting "country fair food"  
on city tables



**D**

OWN here in the country cooking, canning and preserving is a sort of a ritual. For years exhibits of the culinary art of Jersey feminine farm folk

have been major attractions at state and county fairs. And—just about thirty-one years ago Edgar F. Hurff (himself a farmer—and a mighty good one) decided to pack and market a few of the most famous Jersey specialties.

On his own farm, Mr. Hurff had devoted most of his attention to the growing of superior tomatoes—tomatoes so extraordinarily good that first his neighbors and then farmers far afield came to him for seeds. The fame of Hurff tomatoes was well established long before the Edgar F. Hurff Company was ever thought of. So—when Mr. Hurff decided to "put country fair food on city tables" the women-folk at Swedesboro developed a tomato "cookery" to match his growing skill.

It was natural to start with the favorite dishes on which they had been raised—tomato soups; tomato catsups; beans, and spaghetti, with special sauces made from Jersey tomatoes. How well they did their work—and how well Hurff "pedigreed tomatoes" met their needs—is reflected both in the popularity and in the growth of the Hurff line. For, while it remains a line of Jersey specialties, it now includes other products in which tomatoes have no part.

But, friends and customers continue to speak of us as "Hurff—The Jersey Tomato People". And—we're proud to have them do so! For, Jersey tomatoes—like Idaho potatoes, or Baltimore oysters, or Maine lobsters—are just about tops!

EDGAR F. HURFF COMPANY • Swedesboro • New Jersey

Ask for  
**HURFF**

Tomato Juice  
Tomato Juice Cocktail  
Tomato Catsup  
Tomato Soup  
Tomato Puree  
Tomato Aspic  
Pork and Beans

Squash  
Spaghetti  
Asparagus  
Vegetable Soup  
Bean Soup  
Pea Soup  
Pumpkin  
Hominy



**HURFF  
TOMATO  
PUREE**

for making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

**HURFF  
TOMATO  
CATSUP**

with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes as so many are.

**HURFF  
TOMATO  
JUICE**

with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

**HURFF  
TOMATO  
JUICE COCKTAIL**

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

**HURFF  
TOMATO  
ASPIC**

—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

**HURFF  
TOMATO  
SOUP**

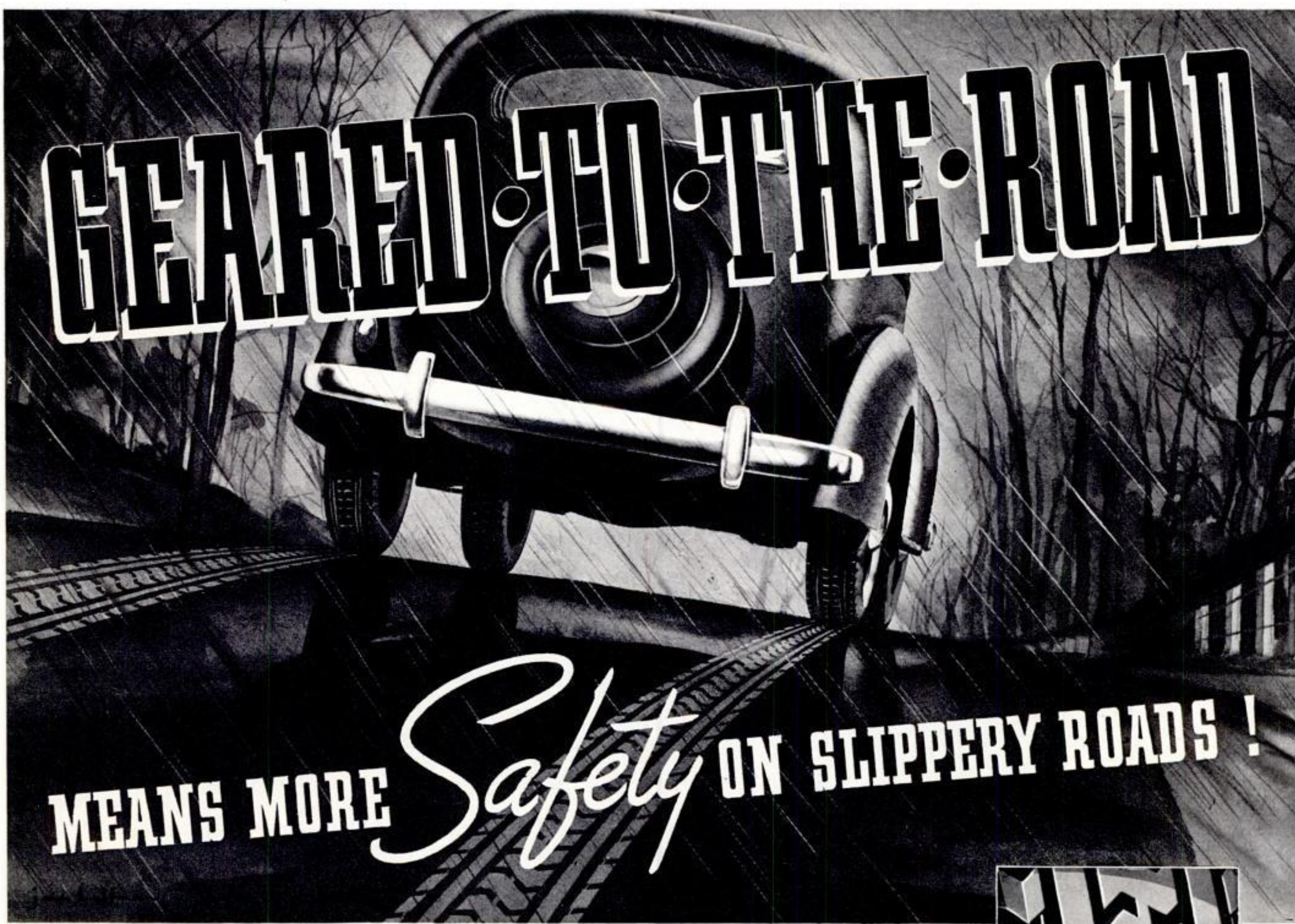
Ready to serve! Greater body and richness than most ready-to-serve tomato soups...and more economical than condensed soups as it can be diluted to suit the taste.

*Seasoned, cooked and packed at Swedesboro by*

# HURFF

..The Jersey Tomato People





You can see at a glance why Miller Deluxe Geared-to-the-Road Tires are so sure-footed.

Deep cut, cross grooves—between sharp-edged blocks of the toughest rubber—produce a gear-like pattern that holds the road with a firm cogwheel grip.

That's why the famous Geared-to-the-Road tread has given dependable, slippery road protection against skidding and slipping for a long generation—why it provides better traction in all kinds of going.

And the body of the tire is fully equal to the tread in extra strength, extra ruggedness and extra protection in all vital spots—to guard against road shocks and dangerous blowouts.

Miller Deluxe Geared-to-the-Road Tires are built to protect you at all speeds—on all kinds of roads—in all kinds of weather.

Wherever you see the Miller sign, you'll find this extra safety and the long mileage that goes with it—at no extra cost.

*Factories: Akron, Ohio and Los Angeles, California*



These sharp-edged blocks and deep grooves hold the road like teeth in a gear—to give you protection against skids and slides—plus positive traction and safe braking.



GEARED · TO · THE · ROAD  
**MILLER TIRES**

*"1937 is Miller's 45th year in Rubber"*

This One



NQWQ-UPW-9998





# DO PARTIES AND A JOB MIX?

*Sue learns how to handle both!*



WHAT a hot trumpet is to a swing band, an easy running typewriter is to a girl's day at the office!

And believe every girl who's tried it, the smooth new Remington has feather touch and speed aplenty... and smart modern design. Tabulator system is part of keyboard. And for that reason listing figures is as easy as typing. Also, you can expect clearer

carbons and originals, clean-cut stencils.

Quiet? You bet! Like a goldfish in a bowl—almost. Hence no ragged nerves, yours or the boss's, worn out with old-time typing clatter. Try a new Remington Noiseless at your own desk for seven whole days—free. For details and "20 Typewriting Short Cuts" (new useful book of typing hints) mail coupon now.

## Remington Noiseless

*The Typists' Best Friend*



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Please send me, without obligation, complete information on the Remington Noiseless 7-day FREE trial and the new booklet, "20 Typewriting Short Cuts."

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Out of all the words set down in all languages and in all ages—these have been selected for you as the most important, the most enduring, the richest, rarest and best. Thirty-seven of the most important human documents—the basis of present-day enlightenment. Forty-one of the greatest novels and tales, masterpieces of story telling so basically entertaining, so real, so true, that they will live as long as there are human beings to read them. Fifteen poems—only fifteen—but all so brilliantly expressive that the spirit of an entire nation, the history of an era or—still greater—the

full secret of a human heart is made permanent in each one.

Eight plays—Greek tragedies, Shakespeare, Moliere, Ibsen—the finest thought ever presented on any stage! All this has been put in a single, beautiful volume, of 849 pages, condensed for your brief moments of leisure by Dr. Charles Gray Shaw, Ph.D., New York University, and his staff of associates. And to give you further insight into the creators of these great classics, the editors have written a brief biography of each author.

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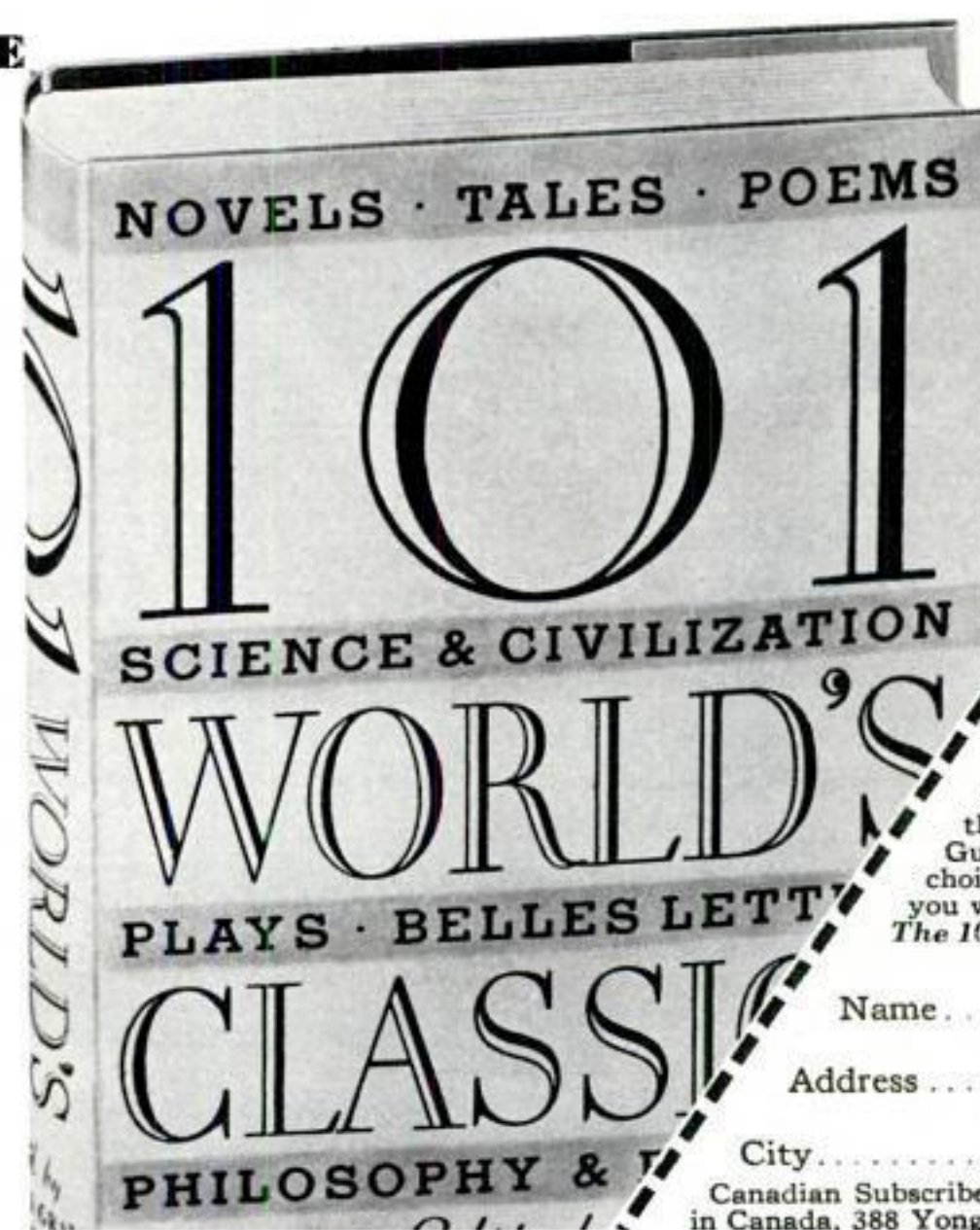
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Dept. 10 L M  
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# NEW! DESIGNED BY A MILLION MEN!



**JUST WHAT I'VE ALWAYS WANTED  
—A REAL MAN'S  
BILLFOLD**

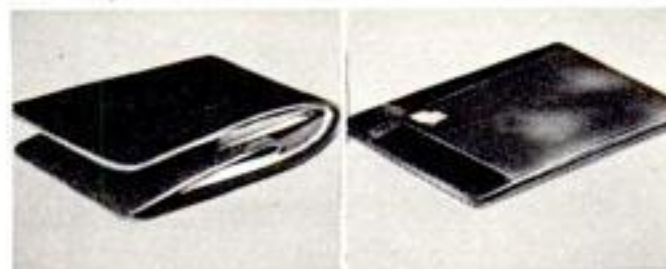
**AMITY**  
*Director*  
FULLY COVERED BY U.S. PATENTS

"A plain-tailored billfold that holds plenty without bulging, gives protection without gadgets, and fits comfortably and unobtrusively into the pocket." That's what a million men said they wanted. Here it is—the new Amity "Director."

## A BILLFOLD WITH 8 REMARKABLE EXCLUSIVE FEATURES!



**THIN, FLEXIBLE,** no gadgets—Every Amity "Director" is thin because it is plain-tailored, edges turned and stitched because stitching makes a thinner, finer billfold. Sliding stay also prevents bulkiness.



Old Style—Bulky New "Director"—Thin



**HIDES BIG BILLS** from prying eyes with a flap-covered secret pocket so that you don't expose the entire contents and extent of your purse when you open your billfold in public places.



**CONCEALED KEY POCKET** for duplicate emergency keys to your car and home. A real life-saver when you lose your regular latch key or accidentally lock yourself out of your car.



**FULL SIZE**—no cramping, no crowding, no bulging when filled. This billfold holds bills, checks, notes, cards, etc. without allowing their edges to stick out and become dog-eared.

**8 FEATURES THAT MEN LIKE!** (1) Secret pocket for large bills. (2) Concealed pocket for duplicate keys. (3) Registered for your protection in case of loss. (4) Branded, genuine leathers. (5) Sliding card pocket brings cards into instant view. (6) Card file with different-colored transparent cases. (7) Sliding stay prevents bulkiness when filled. (8) Turned and stitched edges for thinness and long wear.

All "Directors" tailored of fine leathers and reasonably priced according to the kind of leather used. No. 601, black or brown morocco grain cowhide, \$5.50. No. 606, black or brown Bering goat, \$5.00. No. 609, black pin seal, \$7.50.

See the new "Director" at your dealer's. If he can't supply you, order from  
**AMITY LEATHER PRODUCTS CO., WEST BEND, WIS.**  
makers of **AMITY** and *Rolf* fine leather products



Also see the new patented Amity Removable Hook Key Kaddy—safe, convenient way to carry keys. Keys may be removed individually without danger of others falling out. Available individually at \$1.00 up—or in matched sets.



**NOW  
GRADUATE  
TO  
KAYWOODIE**



*The World's  
Finest Pipes*

**\$350  
to \$1,000**

No. 80

## Kaywoodies smoke better and taste better because —

- ① Kaywoodie briar is more perfect. Costs **three times** as much as the briar in ordinary pipes.
- ② The famous **Drinkless Attachment**, pipe-smokers' greatest boon, keeps Kaywoodies sweeter, cooler and drier.
- ③ **Perfect Draft** — Kaywoodies smoke freer than ordinary pipes—don't clog up.
- ④ Kaywoodie pipes are the **easiest to clean**—the Synchro-Stem comes off without sticking or yanking.
- ⑤ **Balance** — A Kaywoodie feels right in your mouth. There is absolutely perfect balance between stem and bowl.
- ⑥ **Style** — Kaywoodie pipes are graceful, ordinary pipes are clumsy.
- ⑦ It takes **120 operations** to make a Kaywoodie pipe—ordinary pipes take about 50.
- ⑧ We started making pipes in 1851—Today we are the **largest pipe-manufacturer** and largest user of briar.

Send for 1937 Kaywoodie Book in colors.  
Pictures 158 pipes. Enclose 10c for mailing.

**KAYWOODIE COMPANY**  
Rockefeller Center  
NEW YORK and LONDON

## LETTERS TO THE EDITORS

### Mr. Chadwick's Bathing Suits

Sirs:

Frank Chadwick of The Bronx, whose foresight has given him perennial pictures of his daughter (LIFE Sept. 13), has something there. I note with extreme envy and amazement the fact that since 1922 Mr. Chadwick has had only two swimming suits. The first one lasted eleven years by photo deduction, and the newer, perforated, streamlined model appears to be good for many more nautical excursions.

How does Mr. Chadwick do it? In 16 years, moths have devoured no less than ten of my swimming suits.

JAMES R. HANLEY  
Perry, N. Y.

Sirs:

The annual record of pictures of Mr. Chadwick and his daughter denotes what an excellent housekeeper Mrs. Chadwick must be. She is able to preserve each of her husband's bathing suits from being eaten by moths for six years!

CHARLOTTE WARING  
Philadelphia, Pa.

Sirs:

Regarding Mr. Chadwick and his little girl who grew up in 16 years, it is interesting to note that papa saved on his swimming suits, while daughter changed more frequently, inasmuch as he wore his first suit six years, his second four years and the last one five, while she wore her first two years or three, the second two years, the third three years, the fourth two, the fifth one, the sixth two, seventh two and the eighth one.

G. KISS

Chicago, Ill.

Sirs:

Why doesn't the manufacturing company use Mr. Chadwick's testimonial as advertising? No bathing suit has ever lasted yours truly for eleven years.

J. L. McSWIGGEN  
Los Angeles, Calif.

### Sucker List

Sirs:

In your issue of Sept. 13, you erroneously state, "Prize exhibit was the 'million-dollar sucker list' displayed by William Dan Bell, promotion manager of the Cleveland Better Business Bureau," and captioned the picture with, "Better Businessman Wm. Dan Bell and his sucker list."

This list was compiled by Manager Fred Willson of the Rochester Better Business Bureau who has, for years, spent a great deal of time, trouble and money in collecting the products of fraud and swindles in the world. Credit should go to Mr. Willson and not myself for this display, and my presence in the picture was entirely as an accommodation to your photographer, who had a heck of a time trying to photograph this 30-foot list between gusts of wind.

W. DAN BELL  
Promotion Manager  
The Cleveland Better Business Bureau, Inc.  
Cleveland, Ohio

LIFE gladly restores full credit for the "million-dollar sucker list" to Manager Willson, thanks Manager Bell for holding it for LIFE's photographer—ED.

(continued on p. 6)

## "TAKE IT FROM ME..I KNOW Devoe's New 2-Coat System Cuts Paint Bills 50%"

...reports building contractor  
Earl McMillen, Atlanta, Ga.

**"BUILDING NEW  
HOMES, I'VE FOUND  
THE DEVOE 2-COAT  
SYSTEM COVERS  
MUCH BETTER,  
STAYS WHITER AND  
SAVES MY CLIENTS  
AS MUCH AS 50%."**

(EVERY HOME OWNER SHOULD  
SEND FOR FREE BOOK BELOW)



It's up to me to get the best for my clients. In paint, I have never seen anything like Devoe's 2-Coat System.



I need a paint that will protect new houses, stand up and keep its color—give my clients the most for their money.



My dealer told me about Devoe's new 2-Coat System. The idea made sense and I tried it at the first opportunity.



Owners pleased by swell appearance of their houses, by long wear, by the low painting cost. They all have nothing but praise for the Devoe 2-Coat Paint System.

ONCE ANY ONE TRIES the 2-Coat System, old-fashioned painting methods don't stand a chance. This new system provides a special paint for the first coat. And an altogether different paint for the top-coat that combats the sun and weather. Together, they surpass all former standards of good paint jobs. Actual tests prove they outlast other paints 2 to 1.

Get all the facts about the 2-Coat System—send for free booklet, or look up the nearest Devoe Dealer listed in Classified Telephone Directory.

**Dealers:** Devoe Franchises are still available in some communities. Responsible dealers are invited to write.

Employ a Reputable Painter  
—Specify Devoe

### MAIL THIS COUPON

This book answers your own paint problems. When to paint—What are best colors—How to cut costs—arrange financing. Send today.

DEVOE & RAYNOLDS CO., INC. L-1  
1 West 47th Street, New York, N.Y.  
Send me your free, illustrated book.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**DEVOE HOUSE  
PAINT**

**THE NEW 2-COAT SYSTEM**  
DEVELOPED BY AMERICA'S OLDEST PAINT COMPANY—EST. 1754



# Genuine Bayer Aspirin and Your Doctor



**Each performs a vital function. Bayer Aspirin in relieving headache, neuralgia and other muscular pain. Your doctor in locating the cause and correcting it. Intelligent people do not hesitate to call on both.**

**T**HIS may sound like strange advice for the maker of a headache remedy to give. But, nevertheless, we give it.

If you are subject to frequent headaches, go to your doctor and tell him about it. He may find the *cause* of your headaches, correct it . . . and make your life far more pleasant.

On the other hand, if you have an occasional headache; step into the nearest drug store; the moment you feel it coming on; and get a box of quick-acting BAYER ASPIRIN. Take one or two tablets with a full glass of water, and see for yourself how quickly relief comes.

We refer to Bayer tablets as "quick-acting," for one reason, because they disintegrate or dissolve in the stomach almost instantly you take them. Hence are ready to go to work almost instantly.

Just drop a real Bayer Aspirin tablet in a glass of water and you'll get the point at once. You'll see it disintegrating before it reaches the bottom of the glass! And that's the way one acts in your stomach when you take it.

Try it . . . real BAYER Aspirin. Ask for it by its full name, "Bayer Aspirin" when you buy and not by the name "aspirin" alone. You pay only 15¢ a dozen—or a quarter for a pocket tin of two full dozen now in any drug store in the United States.



## LETTERS TO THE EDITORS (continued)

### Circus Fans

Sirs:

Members of the Circus Fans Association were tremendously interested in the Robert Riggs photographs (LIFE Sept. 13) as evidence of an appreciation of the art of the big top. Some 12 years ago nearly one thousand business and professional men organized this association for the purpose of preserving the circus as an institution.

By an interesting coincidence, the same Sept. 13 issue carried advertisements of Camel cigarettes and Beech-Nut chewing gum based on the circus motif. Richard J. Reynolds, of Camel, is one of our valued members and George Duffy, of Beech-Nut, is our Eastern Vice President.

MELVIN D. HILDRETH  
President

Circus Fans Association  
Washington, D. C.

### Washingtons of China

Sirs:

Your ridiculous reference to Chiang Kai-shek and his wife as the "George and Martha Washington of China" reveals the same incredible ignorance of actual conditions in China, as well as of the character of Chinese leaders, that is common in America and that in itself intensifies the Far Eastern problem.

MARC T. GREENE  
Santa Barbara, Calif.

Let Reader Greene reread page 20 of the Aug. 16 issue where he will find Sun Yat-sen and his wife, not Chiang Kai-shek and his wife, referred to as the "George and Martha Washington of China."—ED.

### Returning Tourists

Sirs:

I have just finished reading your article in the Sept. 13 issue of LIFE headed, "Home-Coming American Tourists Find Europe Prepared For Peace." It is not my nature to be a pessimist. However, I have a very good and accomplished attorney friend that has just returned from a two-months journey of Germany and every idea of his is extremely different from the ones you put forth in your article.

CORNEIL F. FOY  
Elizabeth City, N. C.

Sirs:

Yesterday I wrote you stating that I had a very good lawyer friend who had just returned from a stay in Germany and his views were quite different from those expressed in your Sept. 13 issue.

I wish to apologize for this statement, for after reading your article thoroughly I find that his ideas are practically the same as those expressed in the article.

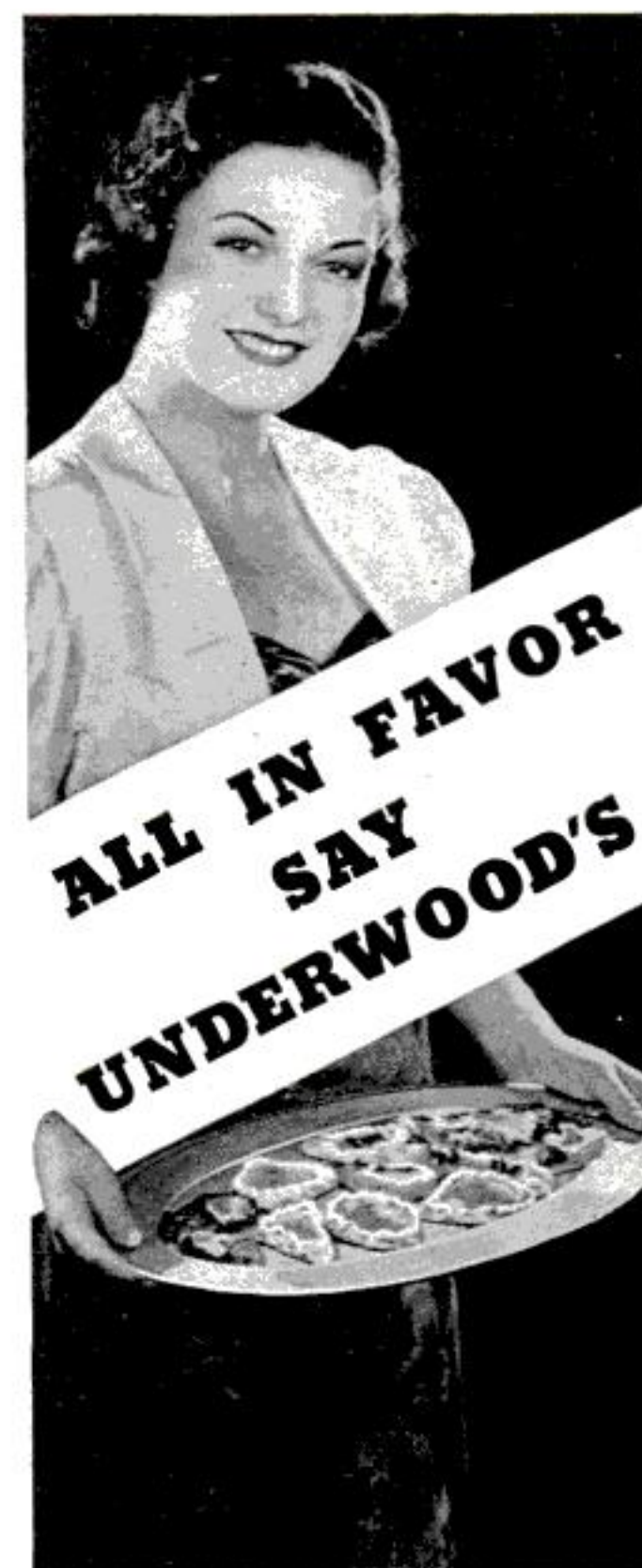
CORNEIL F. FOY  
Elizabeth City, N. C.

### Mr. Garrett's Life

Sirs:

So often in reading LIFE I have noticed articles and pictures of prominent or interesting persons, and I sometimes am a bit amused when thinking how much more interesting and better reading would be an account of my life, as you may yourself realize should you turn to *Who's Who in America* which would give you a bare outline of my life.

(continued on p. 8)

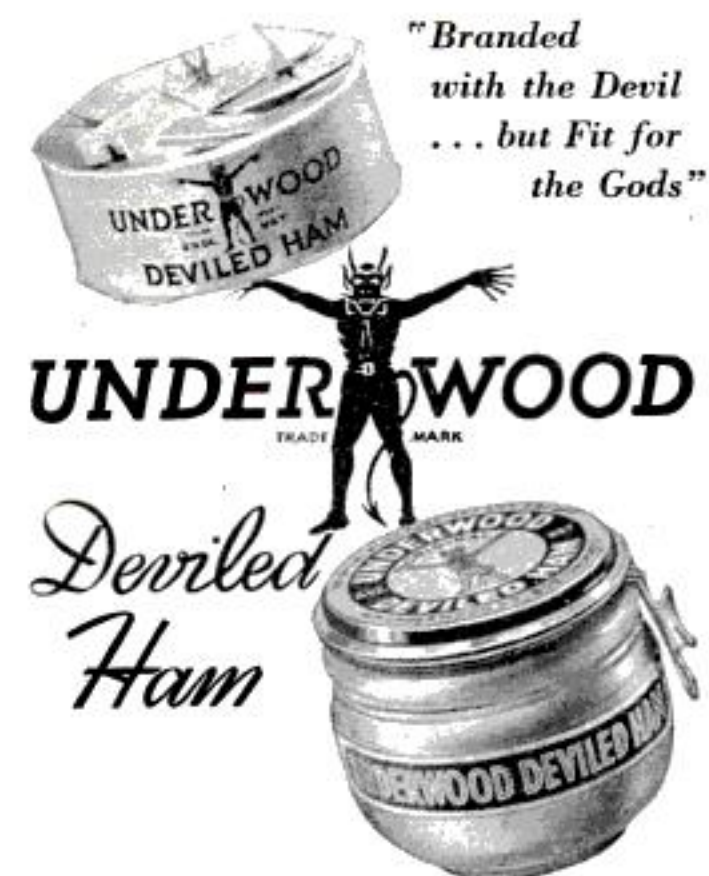


**Underwood Deviled Ham sandwiches are everybody's favorites. . . . Guests vote for them because there is nothing else like them for flavor. Hostesses vote for them because they are so easy to make.**

**Just fine ham and choice spices, but what a delicious taste! . . . and not only for sandwiches but for canapés, Sunday supper dishes, and all kinds of ham-and-egg combinations as well.**

**Send 15 cents for a medium tin . . . or 25 cents for one of the new Table Jars. . . . A booklet of unusual Underwood recipes will be included, free.**

**WM. UNDERWOOD COMPANY  
Watertown, Mass. — Dept. L-104**





# You don't have to be rich to **RETIRE** at 55 on \$200 a month

"I'LL DRAW an income of \$200 a month for the rest of my life, as soon as I'm 55," said a certain man talking of his plans for the future.

"How can you manage it?" asked another man.

"It's easy," said the first man. "I'm buying a Retirement Income on the installment plan. My income of \$200 a month begins when I'm 55, and it's guaranteed for life.

"What's more, if I should drop out of the picture before my retirement age, my wife would get a regular monthly income for the rest of her life."

"That sounds good," said the other, "but what if you're totally disabled, and can't make your payments?"

"I don't have to worry about that either. If, before I reach 55, serious illness or accident stops my earning power for six months, then—so long thereafter as I remain disabled—I don't have to pay any premiums that fall due, and I'll get a Disability Income besides."

"Fine. Can you tell me how much this new Retirement Income Plan would cost me?"

## What Does it Cost?

"How much you need to save each month depends on how old you are, when you want to retire, and the size of the income you will want.

"Why don't you write for the book called 'The Phoenix Mutual Retirement Income Plan'? They'll mail you a copy free. It tells all about how the plan works and what you get."

Here's your chance to find out how simple it is to retire at 55, 60, or 65 with a monthly income of \$100, \$200, \$300 or more guaranteed to you for life. (And there are also special plans for women.)

Write the necessary information in the coupon and send it now. You will be mailed a 24-page book that tells all about this plan. It tells how you can provide money to leave your home clear of debt, money to send your son to college, money for special needs. It tells how this plan is backed by the Phoenix Mutual, an 86-year-old company with over half a billion dollars of insurance in force. Send for your copy of this free book today. No cost. No obligation. The coupon at the right is for your convenience.



## How a man of 40 can retire in 15 years

It makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were.

Now, by following a simple, definite Retirement Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed to you for life.

Here is what \$200 a month Retirement Income, payable at age 55, will do for you:

**It guarantees when you are 55** an income of \$200 a month for life. This income cannot stop until at least \$20,000 has been paid, and you can get as much as \$25,000, \$30,000 or more, depending only upon how long you live.

This important benefit is available alone; but if you are insurable, additions can be made to your plan by which—

**It guarantees upon death from accidental means before age 55** a Cash Payment to

your beneficiary of \$40,000. Or a monthly income for life.

**It guarantees upon death from any other cause before age 55** a Cash Payment to your beneficiary of \$20,000. Or a monthly income for life.

**It guarantees in the event of permanent total disability before age 55** a Monthly Income for you.

The Plan is not limited to men of 40. You

may be older or younger. The income is not limited to \$200 a month. It can be more or less. And you can retire at any of the following ages: 55, 60, 65, or 70.

How much do you have to put in? We'll be glad to tell you the exact amount as soon as we know your present age, how much income you want, and how soon you want to retire.

For details, mail coupon below for free illustrated booklet.

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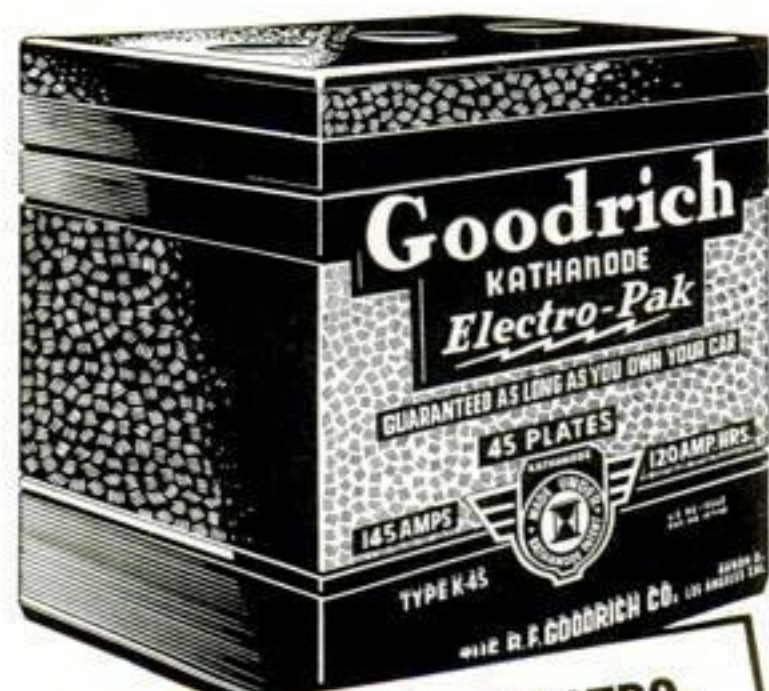
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100,000 MILES...OR EVEN MORE...  
NO MATTER HOW LONG YOU OWN  
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YOU DRIVE IT...THIS BATTERY IS  
GUARANTEED NOT TO COST YOU A  
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ONLY GOODRICH ELECTRO-PAKS HAVE THE POWER-SAVING TOP COVER



**M**OTORISTS, that's *some* guarantee. But Goodrich isn't afraid to make it, because the new Goodrich Kathanode Electro-Pak is so rugged in construction, so powerful in performance, that Goodrich can back it up with the most amazing guarantee ever written. Put this battery in your car—then—no matter how long you own your car—whether you drive it 10,000 or 100,000 miles—you'll never have to pay for battery repairs or replacement.

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Regardless of how much or how little you can spend—insist on a Goodrich Battery. You'll get dependable starts *quicker*—more power *longer* and make your money go further! Your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store will gladly show you the *correct* size and type of battery to meet your requirements.

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**Goodrich** KATHANODE *Electro-Pak*  
GUARANTEED AS LONG AS YOU OWN YOUR CAR

NO MORE  
REPAIR BILLS



NO MORE  
REPLACEMENT  
COSTS



## LETTERS TO THE EDITORS

(continued)

I am not a publicity seeker, but your articles brought the matter to mind.

ERWIN CLARKSON  
GARRETT

Philadelphia, Pa.

Do other readers think that Mr. Garrett's autobiography from "Who's Who in America," which follows, would make interesting picture reading?—ED.

GARRETT, Erwin Clarkson, author; b. Germantown, Phila., Pa., Mar. 28, 1879; s. George L. and Sophia Cooper (Gray) G.; descendant of early Colonial Pa. and N. Y. ancestry; father, captain Union Army, Civil War; g.g. grandfather, Capt. John Garrett, Revolutionary War; B. S., U. of Pa., 1906; unmarried. Served as pvt., cos. L and G, 23d U. S. Inf. and Troop I, 5th U. S. Cav., in Philippine Insurrection, 1899-1902. Made trip around world, including Central Borneo, the home of the head hunting Dyaks, 1908. Went to France, Aug. 1917, as civilian, at own expense, so as to insure "front line" service, enlisted in Paris, Sept. 1, 1917, and on Sept. 8, became pvt. Co. G, 16th U. S. Inf., 1st Div., A.E.F., serving until 1919 (wounded at Soissons, in 2d Battle of the Marne, July 18, 1918). Received Order of the Purple Heart and citation from 1st Div. Hdqrs. and his regt. and div. were awarded the fourragere from French Govt. Mem. Rittenhouse Astron. Soc., Hist. Soc. of Pa., Colonial Soc. of Pa., Soc. of Colonial Wars (Pa.), Sons of Revolution, Military Order Loyal Legion of United States (Pa.), Soc. of First Division A.E.F. (sec. and chmn. exec. com. of Philadelphia branch), Soc. of Descendants of Continental Congress, Plantagenet Soc. (recorder). Author: Army Ballads and Other Verses, 1916; Trench Ballads and Other Verses, 1919; Jenghiz Khan and Other Verses, 1924; Io Triumpe and Other Verses, 1928. Contr. army verse since 1904. Lecturer on astronomy. Address: 431 W. Stafford St., Germantown, Philadelphia, Pa.

### Baptism & Sins

Sirs:

In your issue of Aug. 30 on page 32 you have an explanatory notation over a picture of the baptism of a girl that would lead the reader to believe immersion baptism "washes away sins."

This is as incorrect as anything could be, and as a Baptist layman I am taking the liberty of advising that Baptists who know their Bible do not believe that water baptism has any such "washing" power. They do believe, however, that sins are washed away by the shed Blood of Christ and place their dependence of a future life solely on that.

Your error is one that is prevalent today on the part of persons who do not take the trouble to examine the Scriptures.

H. C. VANDERSLOOT  
Wilmington, Del.

LIFE stands corrected on the use of water in baptism, is relieved to know that its error is a prevalent one—ED.



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*Thrill*  
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WOHL SHOE COMPANY  
SAINT LOUIS





*Pityrosporum ovale, which causes dandruff, as it looks under the microscope, magnified many times.*

# LISTERINE

THE MOST EFFECTIVE  
TREATMENT FOR  
**DANDRUFF**  
I EVER USED ...  
AND SO DELIGHTFUL

*Kills Pityrosporum ovale, the germ which causes dandruff, removes unsightly scales, allays itching and brings new life to the scalp. In New Jersey hair clinic 76% of patients got quick relief.*

After ten years of research, dandruff has been stripped of its mystery. There is new hope for millions of sufferers.

Laboratories find that a stubborn germ, *Pityrosporum ovale*, causes dandruff. Clinical tests show that treatment should be antiseptic to kill the germ. Otherwise the chances for permanent recovery are slight.

### No Guesswork—Clinical Proof

And now, to countless men and women, Listerine is bringing quick relief from this humiliating condition. Never before, they say, a treatment so positive in results—so beneficial to scalp and hair—so invigorating and delightful—and so easy to carry out. All you need to do is apply Listerine right from the bottle or with a medicine dropper, then follow with a vigorous, persistent massage.

And remember, such personal experience is corroborated by impressive clinical evidence. Such evidence is the guide of medical men. Let it be yours, also. Read carefully the brief outline of this amazing research.

### Curing Rabbits of Dandruff

Rabbits given dandruff by inoculation with *Pityrosporum ovale* were treated on one side only, with Listerine Antiseptic, once a day. The other side was untreated.

Within four days improvement was noted, and at the end of fourteen days, on the average, a complete cure was effected. No scales, no crusts.

The sides not treated with Listerine showed evidence of dandruff nearly a month later.

### Relief in Two Weeks

In a noted midwestern skin clinic, men and women dandruff patients were chosen for the Listerine treatment. A majority were instructed to massage their scalps *once a day* with Listerine Antiseptic. The rest of the group used a non-antiseptic solution. We ask you to note carefully the convincing results again achieved:

A substantial number of the users of Listerine Antiseptic obtained marked relief in the first two weeks, on the average. In many other cases, scalps were found to be clear and free of dandruff in from three to eight weeks—itching stopped, dandruff scales were eliminated, and in some cases falling hair was terminated. *Virtually none of the persons using non-antiseptic solutions showed improvement.*

### 76% Got Relief

Meanwhile, in a New Jersey clinic

other dermatologists were cross-checking the results of the midwestern clinic. Fifty men and women, all with definitely established cases of dandruff, were undergoing treatment twice a day with Listerine Antiseptic.

At the end of three weeks, 76% showed either complete disappearance of, or marked improvement in, the symptoms of dandruff, i.e., itching, scaling. Only three failed to respond to the Listerine treatment, possibly due, as a research report suggests, to irregularity in applying the treatment.

### Try the Proved Method

If you have the slightest evidence of dandruff, start now with Listerine and massage, once a day at least. Twice a day is better. Don't expect over-night miracles. Remember, dandruff is a germ disease, requiring persistent and systematic treatment, which *should be antiseptic*. Do not rely on ointments, salves or solutions, which may relieve symptoms only momentarily. Remember, Listerine's results against dandruff are a matter of laboratory and clinical record. We know no other remedy of which the same may be said.



LAMBERT PHARMACAL CO., St. Louis, Mo.

### Her story reflects the ringing enthusiasm of thousands of users:



"I had a persistent case of dandruff on which I tried several remedies with only temporary success. I wondered how I could get rid of the condition when I popped Florence Casey. She is up on everything."



"If you want to cure dandruff you'd better use an antiseptic," she said. "Don't you know that doctors have found that a germ causes dandruff, and that Listerine is a simply marvelous treatment for it?"



"Here goes for your first treatment," she said. "Exactly the same one that got results for 76% of the dandruff patients in a New Jersey clinic." Applying Listerine, she followed with vigorous massage.



"Listerine gets results," she continued, "because it really kills germs that cause dandruff." So I kept the treatment up for about three weeks, once a day, and found I didn't have a trace of dandruff.



# CAPTAIN EDDIE RICKENBACKER *follows* THE COUPON HE MAILED TO SCRANTON YEARS AGO



I. C. S. is proud  
of you, Captain



Home office and Administration buildings of I. C. S. at Scranton, Pennsylvania.

Typical Douglas DC-2 fourteen-passenger twin-motor plane operated by Eastern Air Lines.



Captain Eddie Rickenbacker, General Manager of Eastern Air Lines, and a former I. C. S. student, greeted by Ralph E. Weeks, President of International Correspondence Schools, at Scranton.

"I am deeply indebted to the early training I received from that I. C. S. Engineering Course," Captain Rickenbacker said.

## INTERNATIONAL CORRESPONDENCE SCHOOLS

BOX 3713, SCRANTON, PENNA.

★ Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the subject before which I have marked X:

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"Walter Wanger's Vogues of 1938" in Technicolor



## Hollywood Says: "THE VOGUE IN MAKE-UP IS MAX FACTOR'S"



HOLLYWOOD's magic wand of beauty is make-up created by Max Factor...and when you see Joan Bennett, Helen Vinson and the galaxy of stars in "Walter Wanger's Vogues of 1938," you'll marvel at the beauty of color harmony make-up as revealed by Technicolor.

Now, the luxury of color harmony make-up created originally for the screen stars by Film-land's make-up genius, is available to you at nominal prices.

Whatever your type...blonde, brunette, brownette or redhead...there is an individual color harmony in Max Factor's powder, rouge and lipstick that will accent your own personality and bring you new loveliness. Note coupon for make-up test.

### The POWDER Secret...

The perfect color harmony shade for your type...that is the secret of Max Factor's Face Powder. Your skin will appear more beautiful than ever before, and you'll marvel at the clinging, satinsmooth effect that looks lovely for hours...\$1.



★  
HELEN VINSON  
in "Walter Wanger's  
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There's a color in rouge to enhance the beauty of each type of blonde, brunette, brownette and redhead...and you'll find your shade in Max Factor's Rouge. Lifelike, it gives your cheeks the charm of natural beauty. Creamy-smooth, it blends easily...50¢.

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Imagine a lipstick so perfect that it will keep your lips an alluring, uniform color for hours... Super-Indelible and moisture-proof, you may be sure it will withstand every lipstick test. It's Max Factor's Super-Indelible Lipstick...\$1.



# Max Factor ★ Hollywood

## Mail for POWDER, ROUGE AND LIPSTICK IN YOUR COLOR HARMONY

MAX FACTOR, Max Factor's Make-Up Studio, Hollywood:  
 Send Purse-Size Box of Powder and Rouge Sampler in my color harmony shade; also Lipstick Color Sampler, four shades. I enclose ten cents for postage and handling. Also send me my Color Harmony Make-Up Chart and 48-page Illustrated Instruction Book, "The New Art of Society Make-Up".....FREE

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COMPLEXIONS	EYES	HAIR
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Fair.....	Gray.....	Light.....
Creamy.....	Green.....	BROWNETTE.....
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Ruddy.....	Brown.....	BRUNETTE.....
Sallow.....	Black.....	Light.....
Freckled.....	Black (Color)	REDHEAD.....
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Dark.....	Dark.....	If Hair is Gray, check type above and here
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You can take it from those who sleep on Spring-Air that here is a mattress which is tops in the world of comfort. They praise it to the skies, — because it feels so good! And why does it feel so good? Because it contains the renowned Karr Spring Construction, — that remarkably constructed spring sleep unit with the perfect resilience for making you sleep utterly relaxed. Ask for Spring-Air by name, and get the mattress that feels so good!



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New Fall styles await your inspection,—from \$24.50 to \$49.50 at quality stores everywhere. Choose either the two-layer Outer-spring style, that is easy to handle, or the conventional Inner-spring style. Ask for “the mattress that feels so good,” and look for the Spring-Air label.



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DR. LAIRD, EMINENT SLEEP AUTHORITY, HAS WRITTEN A HELPFUL PAMPHLET ON “THE SLEEPING ROOM OF TOMORROW”. WRITE YOUR NAME AND ADDRESS ON THE CORNER OF THIS PAGE, AND A FREE COPY WILL BE MAILED TO YOU.





"Let it lay...we've never had a fire"

He delayed adjusting his fire insurance to the full insurable value of his house and its contents. And, with like indifference to danger, he neglected to clean up that pile of rubbish in the cellar. So, he learned by bitter experience the two-fold lesson of Fire Prevention Week (Oct. 3-9): help prevent fire...and protect what you have with adequate insurance.



**F**IRE is recognized by a national prevention program as property's Enemy Number One. If you carry any property insurance, you no doubt have a Fire policy, because you appreciate its importance. Do you realize that other hazards can destroy the property you so carefully protect against fire?

Since a loss is a loss, no matter what the cause, it may save you a lot of money if you will check up on the risks you are now running. Find out the various ways insurance can economically and dependably protect you. Ask a North America Agent, or your broker, about it. Consult him as

you would your doctor or lawyer. He will gladly advise you, without the slightest obligation.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

**North America Protection** includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

**RESIDENCE CONTENTS** covers damage to household furnishings by fire or other specified hazard.

**SUPPLEMENTAL CONTRACT** covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

**RENTAL VALUE** pays rental value of home while being made habitable following damage by fire or other specified cause.

**BURGLARY** covers loss and damage to property by burglary or attempted burglary.

**OWNERS, LANDLORDS & TENANTS LIABILITY** covers claims for injuries to the public sustained on the premises.

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# Thousands Applaud Underwood Victories at Toronto

*Underwood  
Hangs up Two New  
World's Records - Scores  
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Championships in  
Sweeping Victory at  
Canadian National  
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*George Hossfield won the World's Typewriting Championship for the 10th time when he typed 139 net words a minute for one hour establishing a new world's record under Official International Contest Rules.*

**S**HATTERING two long-standing, world's typewriting records, winning every championship on the program, Underwoods swept everything before them in the typewriter classic of the year...the Canadian National Exhibition International Typewriting Contests held at Toronto, Canada, August 28th.

Thus for the twenty-seventh time

the Underwood has demonstrated its complete mastery of the field. Yet only because of the applause that echoed from the rafters was the performance any different than that which business offices are witnessing every day.

George Hossfield, in hanging up his new world's record of 139 net words per minute (highest speed ever attained under official International

Contest Rules), simply proved what practically every typist knows... that the Underwood does more work in less time and with far greater accuracy. Place a Champion on every typewriting desk in your office. Every Underwood typewriter is backed by nationwide, company-owned service facilities.

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## Underwood • the Machine of Champions



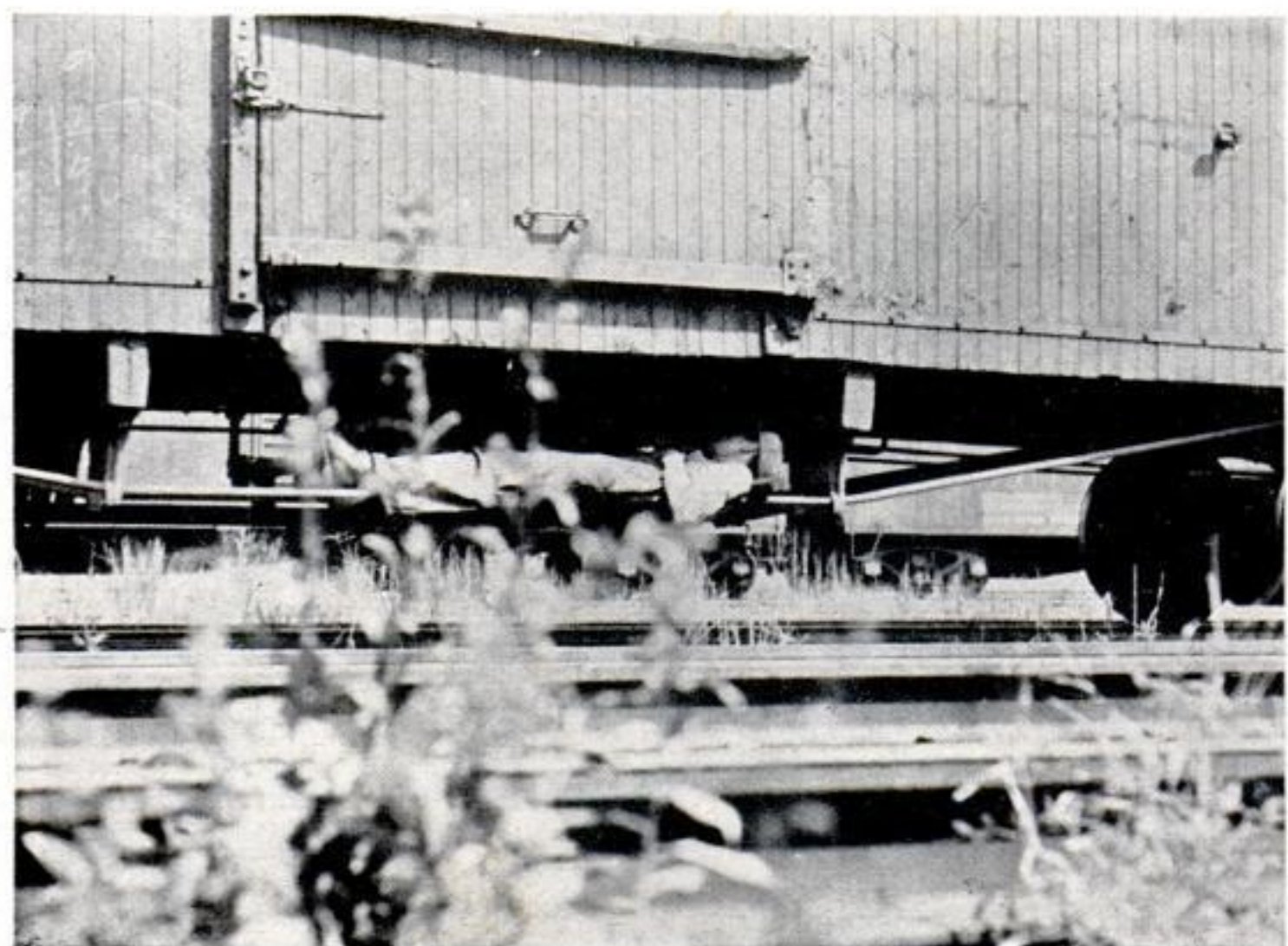
# SPEAKING OF PICTURES . . .



**A hopper car** is a bad place to sleep even though it looks snug. The hobo above is taking a dangerous chance that no dingbat would care to risk. The hopper door is sometimes insecurely fastened. It may open, dump the hobo down on the tracks beneath the wheels.



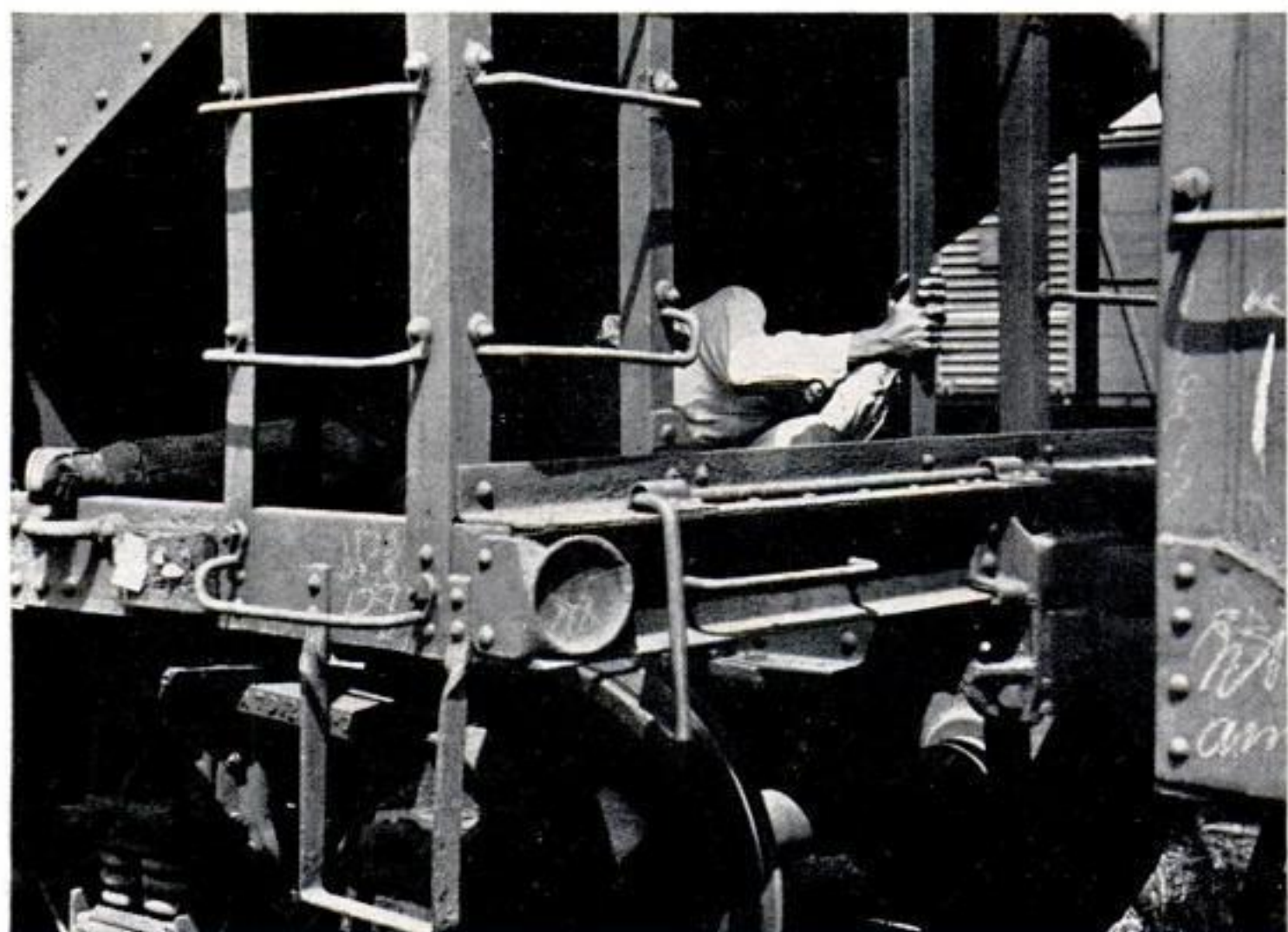
**A loose load**, like the scrap iron above, is another bad place to choose for even a brief nap. When the train rounds a curve, the unstable load may easily shift, tumble the sleeping hobo from his hard bed, toss the heavy iron on top of him, crush him to death.



**Riding the rods** (above) is the traditional way for hobos to travel but it is not a very good way. A fast "manifest" or through freight may whiz by, toss a painful shower of rock and gravel on the unwary sleeper. Freight cars today are being built without any rods.



**A freight-car top** has two disadvantages as a bed. The hobo can easily roll off, can easily be seen by the ever-watchful railroad police. Hobos do not usually sleep in transit. Since it is more discreet to ride at night, they get their sleep in hobo jungles during the day.



**A good place to ride** is at either end of a hopper car. Here a hobo can stretch himself across the car's underbracings, hold tightly to one of the uprights and be reasonably sure of a safe journey. Only a very hard jolt while his grip is relaxed can throw him off.



**The "reefer"** or refrigerator car is a fine place to sleep. The hobo going down into the ice compartment will carefully prop the door open with the rod. Locked doors have trapped many hobos, starved them to death behind the reefer's thick, insulated walls.



## ... THIS IS A PRIMER FOR HOBO "GAYCATS"



**D**an O'Brien, who calls himself King of the Hobos, often belittles the danger of a hobo's life. Every year, unrecorded hundreds of tramps fall to death beneath the moving wheels of the freight trains they ride. Dan O'Brien, however, dismisses this lightly. "More men," he says, "are killed by jobs."

But King Dan, like every other "dingbat," or experienced hobo, has a well-learned set of rules for riding the road. Some of the rules are presented by the photographs on these pages, which make up a primer for gaycats. A "gaycat" is a novice hobo

who, if he wants to grow up to be a real "dingbat," will follow the suggestions set down here. These photographs were taken by Louis Van Dyke, younger brother of famed Photographer Willard Van Dyke. Van Dyke, who had some amateur experience as a hobo, put on tramp clothes, let his beard grow into a dirty stubble (see photograph above) and took two hobo tours out of New York City with his camera. He found most hobos averse to being photographed but one gaycat (the Negro in skull cap, below) obligingly demonstrated what he was learning. All the photographs without him are unposed. The "pinch" series at right was taken with a telescopic lens from behind another freight car.



**A safe way to ride** is shown above. The 'bo straddles the coupling with one foot on each car, his hands holding firm to the brake rod. A fairly comfortable place to stand, it is also an easy place to leave quickly if a railroad policeman happens to spot you.



**A gaycat is pinched** by a railroad policeman (called a "yard bull") in the Albany yards of the New York Central Railroad. This will teach the unhappy novice a lesson that every experienced dingbat knows: an open freight car is a poor place to hide from cops.





*The Chevrolet Dealer Near You is*

# HEADQUARTERS FOR WINTER ACCESSORIES

Decide now that you and your family will ride in safe, warm, healthy comfort the coming winter. Drive to Headquarters for Winter Accessories—your Chevrolet dealer. Inspect his complete line—every item custom-built for the Chevrolet car. Ask for a demonstration of new 1938 Chevrolet Hot Water Heaters—specially designed and built to force 5-way comfort and safety into your car: heat for the front seat; heat for the

rear seat; heat for your feet; heat for defrosting your entire windshield—and heat in volume to suit all degrees of cold. Your Chevrolet dealer has *all* the accessories needed to make winter driving safer and more enjoyable. See him now. Be prepared for the first sharp drop in temperature. Save with low prices . . . buy highest quality. Get full value for your money. Expert installation of your purchases will guarantee complete satisfaction.

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For maximum safety, buy your heater equipped with the new Chevrolet Safety Defroster. Available in both single and double outlet types.

**FOR COMFORT AND SAFETY, CHOOSE THIS NEW 5-WAY HEATER**  
**.... IT DEFROSTS THE WINDSHIELD AS IT HEATS THE CAR**

**SUPER DE LUXE HEATER**



# SPEAKING OF PICTURES

(continued)



**Don't sit** on the small wooden brake-rod platform like the hobo above. You can be too easily jolted off your perch.



**Don't get on** at rear of moving car. You may swing into gap between cars. Get on front. If you swing, you hit carside.



**Don't take short cuts** beneath trains. The danger is obvious. If the train starts, you will be caught under the wheels, meet the unmerciful death of the man below.



**The penalty** of incautious riding is shown above. Ray McArthur, 38, a Chippewa Indian, was bumming out of Detroit Lakes, Minn., one night recently and this is how Editor C. W. Meyer of the Detroit Lakes *Tribune* found him next morning.

**SUSAN:** Hear that, Matilda? She's been crying ever since the bridge club left.



**MATILDA:** She heard the girls whispering. It would break my heart, too, if anybody said *my* clothes had tattle-tale gray.

**SUSAN:** But the poor thing works so hard. It's not her fault.



**SUSAN:** It's that lazy soap she uses. It leaves dirt behind. We ought to tell her how we got rid of tattle-tale gray.

**MATILDA:** Sh-h-h! That's why I've been saving this ad about Fels-Naptha Soap. Let's slip it under her door.



**SUSAN:** Wait, Matilda—does that ad say Fels-Naptha's richer *golden* soap and *lots* of *naptha* chase out every speck of dirt?

**MATILDA:** Yes, indeed, Susan. But keep still—or she'll hear us.



**FEW WEEKS LATER**

**GUEST:** But, Doris, these linens look brand-new! How do you ever get them so white?

**DORIS:** Sh-h-h! Two sly little birdies showed me the way to banish tattle-tale gray with Fels-Naptha Soap. I haven't thanked them yet, but, as a bit of a reward, I'm treating them to the movies!

COPR. 1937, FELS & CO.

**BANISH "TATTLE-TALE GRAY"  
WITH FELS-NAPTHA SOAP**



*Press a button  
—that's all*



# NO MORE DIALING TOUCH TUNING

**Gives you the station you want,  
at the touch of a finger!**

**N**OW comes the radio that actually tunes itself to the program you select. You merely touch a button marked with the letters of your station. Then—silently, automatically and swiftly—the indicator speeds across the dial—with no further help from you—to the exact point where that station is received at its finest. This is the ultimate in automatic tuning. It's radio's newest thrill.

#### The new G-E Tone Monitor corrects distortion

When you touch a button and bring in your favorite program with the 1938 G-E you'll hear the finest tone that has ever greeted your ears. The secret is the new and exclusive G-E Tone Monitor—a radical improvement in radio circuit design. The G-E Tone Monitor corrects distortion. It brings out the high and low notes of each orchestral instrument—with a fidelity that is new and startling. This remarkable improvement is not confined to the higher-priced G-E Radios alone. Many of the moderately priced G-E sets offer this new feature.

#### \$10.00 down\* delivers any G-E Touch Tuning Radio into your home

The new General Electric is this year's biggest radio buy. Stop in at your nearest General Electric dealer's. Look—listen and compare. Then decide for yourself whether any other radio offers so much amazing performance and value.



**WITH THE AMAZING  
NEW G-E TONE MONITOR**

#### 18 Super Value G-E Models to Select From

Beautiful new console models, personal radios, armchair radios, from \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.

**Your G-E Radio Dealer will arrange liberal terms**

\*Through General Electric Contracts Corp.

*The  
New*



GENERAL ELECTRIC

# RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

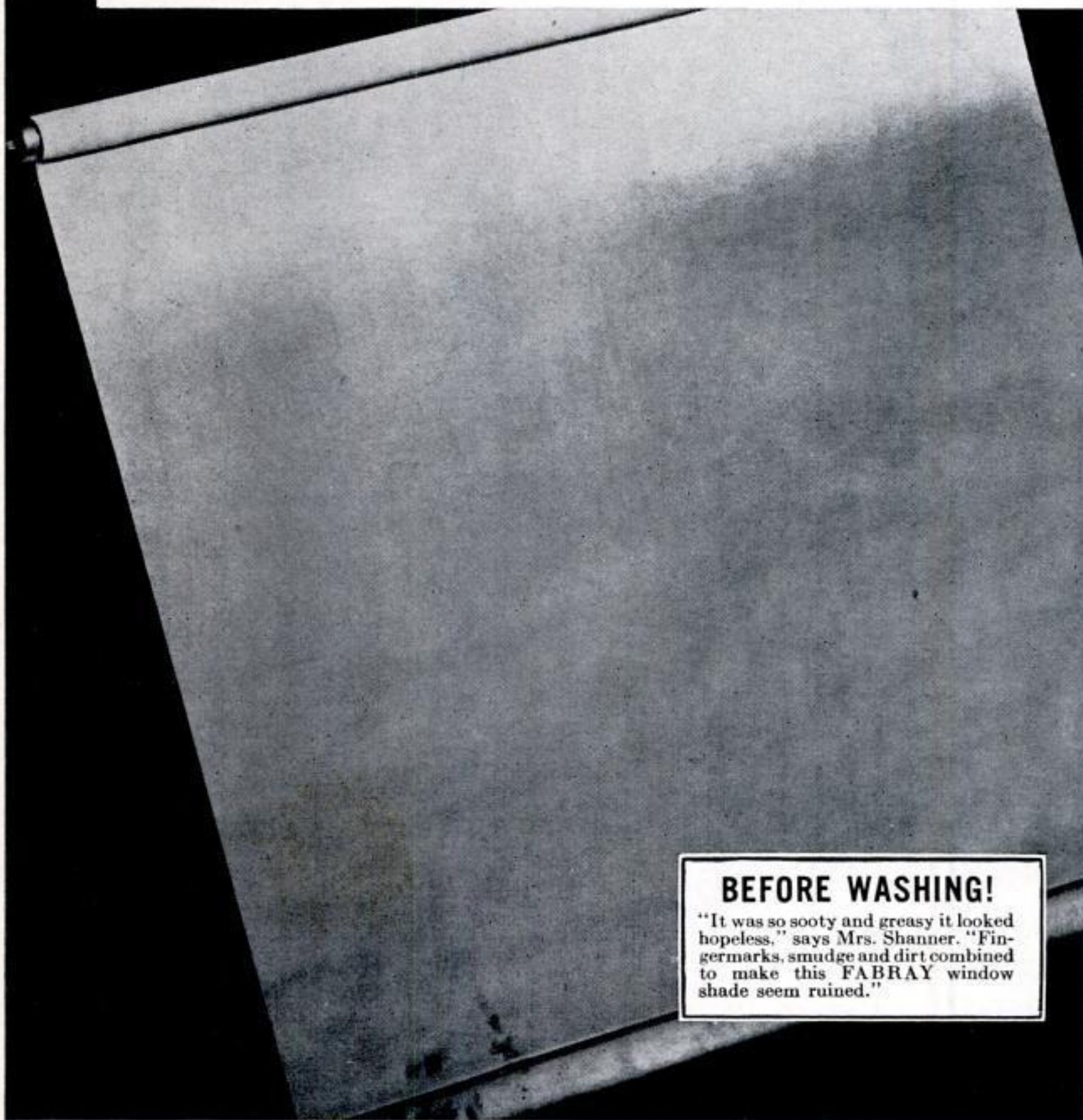
**LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. S. T. NBC. RED NETWORK**



# "I Washed this Year Old Window Shade Like New in 7 Minutes!"

Says MRS. H. B. SHANNER, Chicago, Illinois

Actual Photographs Showing Amazing Experience of Chicago Woman With 45c **FABRAY WASHABLE WINDOW SHADES**



## BEFORE WASHING!

"It was so sooty and greasy it looked hopeless," says Mrs. Shanner. "Fingermarks, smudge and dirt combined to make this FABRAY window shade seem ruined."



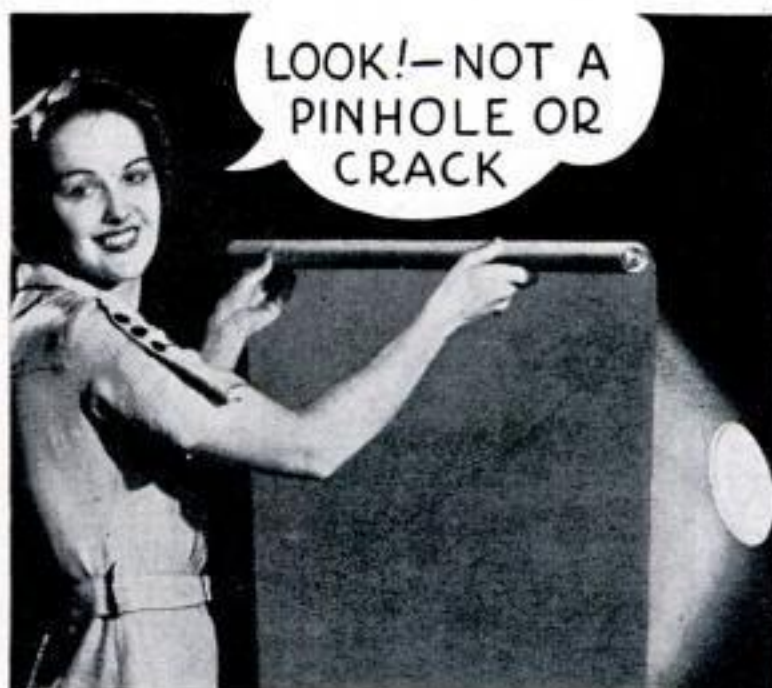
## AFTER WASHING!

"Yet in seven minutes, plain soap and water had brought this FABRAY shade back to new! And not a pinhole or crack." Repeated washings will not mar its surface.

*Yet..* **FABRAYS COST ONLY 45¢ EACH** COMPLETE ON ROLLER  
*Won't Crack.. Pinhole or Curl!*



I NEVER COULD DO THIS TO MY OLD WINDOW SHADES!



LOOK!—NOT A PINHOLE OR CRACK



NO CURL BEFORE OR AFTER WASHING!



FABRAYS HAVE SUCH A RICH SILKY FEEL!

WASH WITH SOAP AND WATER

WON'T PINHOLE, CRACK OR CURL

WON'T STREAK OR WATER MARK

No ordinary, inexpensive window shade could stand this test. Yet such abuse fails to crack, scar or pinhole FABRAYS because they have no clay filling. What's more, FABRAYS look and feel expensive! Yet cost only 45c each, complete on roller, at your favorite store.

Secret of Fabray is its revolutionary construction. A pliable, unfilled cellulose base double-coated with a new type oil finish. Result: 100% washability, amazing resistance to cracking or pinholing. Truly, the miracle window shade for American women!

Without fear anyone can wash FABRAYS with soap and water. Its patented silky feeling surface sheds water, thus eliminating shrinking or curling. No wonder millions of women now prefer lovely 45c FABRAY washable window shades. They're sold at good stores everywhere in the U. S. A.

## BE SURE YOU GET *Genuine* FABRAYS

FABRAYS are made of a marvelous material you'll find in no other window shade at any price! An amazingly durable material that won't pinhole, crack or curl because it's *not clay filled*! No wonder women who can afford much costlier shades prefer genuine, expensive-looking FABRAYS . . . for their 100% washability and the amazing long wear. Full 36 in. by 6 ft. size complete on roller only 45c . . . at department, neighborhood and 5c to \$1.00 stores everywhere! Test FABRAY'S washability yourself! Write for FREE color samples to

**CLOPAY CORPORATION**  
1315 York Street, Cincinnati, Ohio

**DEALERS** . . . if you do not handle FABRAY washable, unfilled window shades, write at once for samples and name of nearest distributor.



THINK OF IT.. FABRAYS  
COST  
ONLY **45¢** EACH  
COMPLETE ON ROLLER

**FABRAY**  
*Washable, Unfilled* WINDOW SHADES

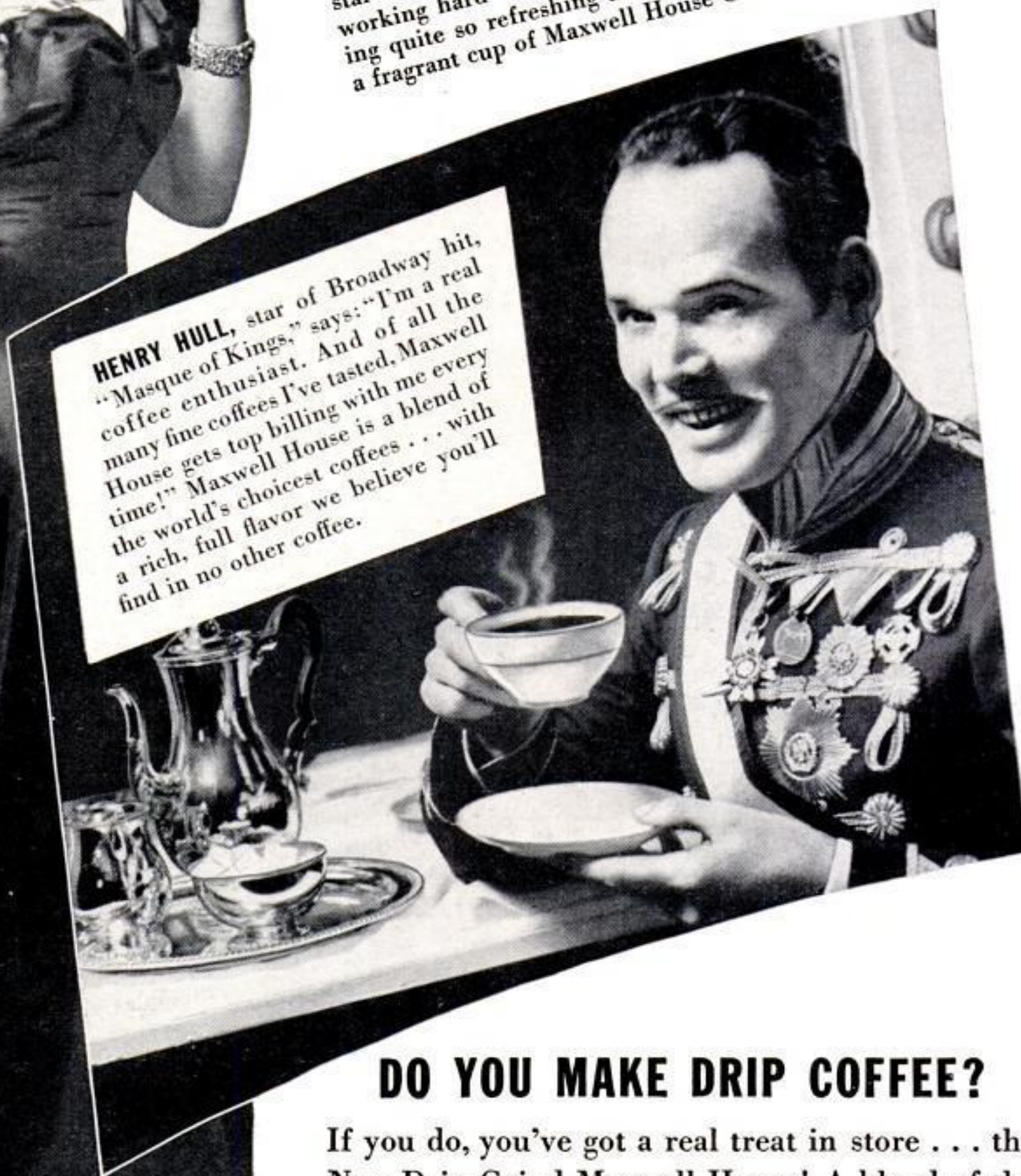


# Keeps them on top...the FRIENDLY STIMULATION OF THIS BETTER COFFEE

**THE VOICE THAT MILLIONS LOVE—JESSICA DRAGONETTE,** star of the Palmolive radio show, says: "When I'm working hard and need a helping hand, there's nothing quite so refreshing as the friendly stimulation of a fragrant cup of Maxwell House Coffee."



**TWIN STARS—VICTOR MOORE and HELEN BRODERICK,** stage, screen and radio headliners. Victor says: "The friendly stimulation of Maxwell House has certainly helped me over many a tough spot!" Helen adds: "Let me put in a big word for the marvelous, roaster-fresh flavor of this simply grand coffee!"



**HENRY HULL,** star of Broadway hit, "Masque of Kings," says: "I'm a real coffee enthusiast. And of all the many fine coffees I've tasted, Maxwell House gets top billing with me every time!" Maxwell House is a blend of the world's choicest coffees... with a rich, full flavor we believe you'll find in no other coffee.

## DO YOU MAKE DRIP COFFEE?

If you do, you've got a real treat in store... the New Drip Grind Maxwell House! A blend of the choicest coffees grown, it's ground specially for drip pots and glass coffee makers... ground absolutely uniform—never coarse—never powdery. Always—just right for making the richest, most delicious full-bodied drip coffee you ever tasted.

If you prefer percolated or boiled coffee, ask for the Regular Grind. The same famous blend scientifically ground so that you get every bit of its incomparable flavor and goodness.

**TUNE IN!** Cap'n Henry's Maxwell House Show Boat, starring Charles Winninger, every Thursday night, over the NBC Red Network.



**NOW 2 GRINDS  
DRIP GRIND  
AND REGULAR**

**GOOD TO THE  
LAST DROP**



Copyright, General Foods Corp., 1937

# MAXWELL HOUSE COFFEE



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THE FRONT COVER IS A PHOTOGRAPH TAKEN IN THE CORNER OF THE LIVING ROOM OF LEGIONNAIRE WALLACE RAMSEYER'S HOME AT FAIRBURY, ILL. BY TORKEL KORLING (SEE PAGE 38)

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.  
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thos. D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Francis E. Brennan, Alan Brown, David Cort, Andrew Heiskell, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Maria Sermolino, Joseph J. Thorndike, Jr.

CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York. London Editorial Office: Dean House, 4 Dean Street, London. Paris Editorial Office: 52 Avenue des Champs Elysees, Paris.

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*A chic young miss was Millie  
Who at night often felt quite chilly  
Till a gal friend advis'd her  
To wear Sleepers by Kayser  
Now, to Millie being chilly, seems silly.*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer\*\* Hosiery for each limerick we accept. Mail to Kayser, Dept. L-3, 500 Fifth Avenue, New York City.

It's silly to be chilly when you can wear Kayser-ette\* Sleepers! They may look frivolous, but they're warm and really practical. Regular sizes, both pajamas and gowns: \$2.00; bedjacket, \$1.50.

BE WISER...BUY **KAYSER**

\*TRADE MARK, COPR. 1937, JULIUS KAYSER & CO. \*\*TRADE MARK, U. S. PAT. NO. 1,969,307

MACRAE



# Fortune's Favorite

[ UNTIL SHE SMILES ]



"SURELY," you say, "surely the world's at this girl's feet!" Blessed with beauty and dowered with grace—life seems to have given her its best.

But there is a thief that robs her loveliness, steals away her charm. That thief is *her dull, dingy smile*. Tragic? Yes, but that's the price she pays for neglect—a *penalty she could have avoided*.

## NEVER NEGLECT "PINK TOOTH BRUSH"

Play safe—don't pay the penalties of tender gums and dull and dingy teeth! When you see that warning tinge of "pink" on your tooth brush—*go and consult your dentist immediately*.

## She evades close-ups . . . Dingy teeth and tender gums destroy her charm . . . She ignored the warning of "Pink Tooth Brush"

While there may be nothing seriously wrong, don't take chances—let your dentist decide. Often, however, he will explain your condition as a "simple case of sensitive gums—gums that are the victims of our modern menus—gums robbed of work by today's soft and creamy foods." And his advice will probably be "more work and resistance for lazy gums" and, often, "the helpful stimulation of Ipana Tooth Paste and massage."

For Ipana, with massage, is especially designed to help the gums as well as keep teeth clean and

sparkling. Massage a little extra Ipana into your gums every time you brush your teeth.

Circulation quickens in the gums. Gums tend to become firmer—teeth brighter, more lustrous.

Millions of people already have adopted the Ipana and massage dental health routine. It's one simple way of helping to prevent dental disorders—and with your gums more vigorous and healthy, your teeth sparkling—you need never be ashamed of your smile!

**LISTEN TO** "Town Hall Tonight"—every Wednesday night, over N. B. C. Red Network, 9 o'clock, E. S. T.







## THE AMERICAN LEGION TAKES NEW YORK CITY

**G**reatest mass spectacle in American life is the annual convention of the American Legion. The 19th Legion convention, in New York Sept. 20-23, was the biggest ever. The biggest city swallows most conventions, but 110,000 Legionnaires, wives, children and camp followers, swept in like an invading army and took the city, to the blare of half a thousand bands and the banging of innumerable firecrackers and toy cannon. Between times a few serious

ones assembled, resolved for peace, for a Big Navy, for neutrality in Labor disputes, against all alien "-isms." But the great thing was the show—a peacetime army of middle-aged men in vari-colored uniforms behaving like boys and marching like heroes up Fifth Avenue again. The dramatic parade picture (*above*) of a strutting drum major framed by a crippled Legionnaire's leg and crutch, was taken for LIFE by Victor de Palma.

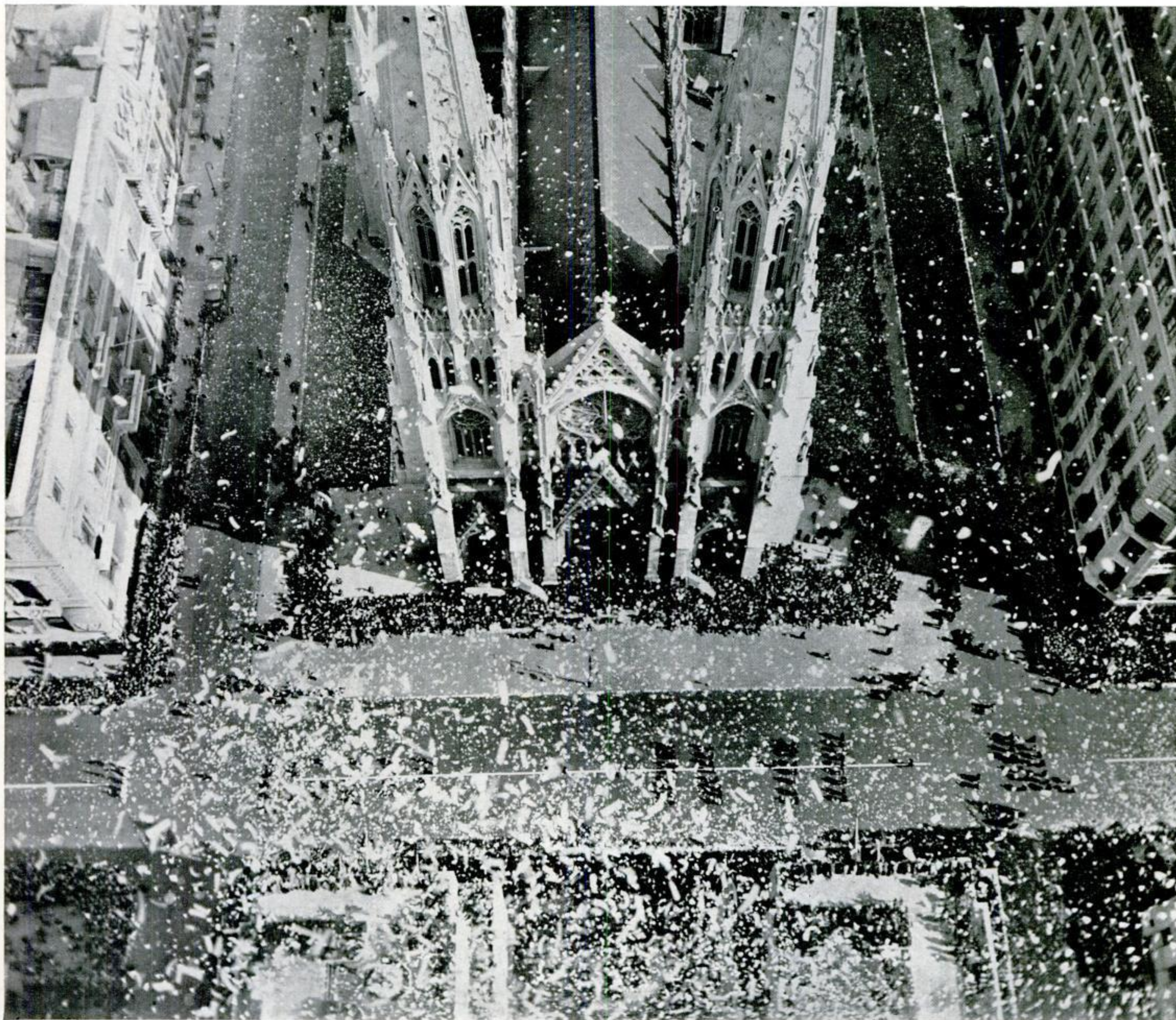
In this issue LIFE devotes the following 21 pages to the American Legion, its parade, its high jinks, its history and one of its typical members. For LIFE on the American Newsfront, see page 104.





The Legion Parade, 1937





**FROM RADIO CITY A BLIZZARD OF TORN PAPER FALLS ON THE MARCHING LEGIONNAIRES, DRIFTS ACROSS FIFTH AVE. ON ST. PATRICK'S CATHEDRAL**



**THE LEGION PARADE BEGAN AS THE MORNING SUN WAS SHINING BRIGHT**



**IT WAS ALMOST DAWN AGAIN BEFORE THE 18-HOUR PARADE FINISHED**

**CONTINUED ON NEXT PAGE**





CURBSIDE SPECTATOR



THIS LEGION PARADER WORE A CORSET



A HIGH-STEPPING OHIO DRUM MAJOR SHOWS NEW YORK HER STUFF



A BUCKING PEGASUS FROM LAWRENCEBURG, IND. AMUSES CHILDREN



RIBS ARE CRACKED AS POLICE HOLD BACK SURGING SPECTATORS



CURBSIDE SPECTATOR



PHOTOGRAPHERS GET ANGLE SHOTS OF YOUNGEST DRUM MAJOR JEAN HOVERSON



40 & 8 LOCOMOTIVES ON FIFTH AVE.





THIS LEGLESS NEGRO VETERAN STUMPS THE TWO-MILE ROUTE



MILDRED DOUGLAS OF CINCINNATI



CURBSIDE SPECTATOR



A LEGIONNAIRE'S DAUGHTER WEEPS: HER DADDY DIDN'T WAVE



A SPECTATOR FALLS SHRIEKING AS POLICE HORSE CRUSHES HER FOOT



McKEAN SISTERS OF TILTONSVILLE, OHIO



FROM SAN GABRIEL, CALIF. COMES NATIONAL CHAMPION DRUM & BUGLE CORPS





## American Legion (continued)



Some Legion women (above) arose early on the first day of the New York convention for a memorial mass at St. Francis of Assisi Roman Catholic Church. The Legion had remembered its dead, night before, at a pre-convention memorial concert in Madison Square Garden.

Massachusetts looks at Arkansas (below) as a studious Legionnaire examines the Arkansas Legion exhibit of scenes and products in the lobby of Madison Square Garden. Unlike the G.A.R., which thrives on sectional hatred, the Legion promotes national feeling.







# **DANIEL J. DOHERTY IS NEW LEGION COMMANDER**

Elected national commander of the Legion for 1937-38 was Daniel J. Doherty, 43, a small, quiet, methodical Boston lawyer who lives in his native suburb of Woburn, Mass. He is the sixth Legion

commander who saw no service overseas, having been a Navy pay clerk stationed at Norfolk during the War. An earnest politician who would like to be next Governor of Massachusetts, he was the candidate of the Legion's political inner circle. *At right,* Commander Doherty & friend at Jack Dempsey's Restaurant.

CONTINUED ON NEXT PAGE







BY NO MEANS FATIGUED BY DAY-LONG MARCHING, THREE LEGIONNAIRE BANDSMEN STAGE A PAJAMA PARADE DOWN A LEXINGTON HOTEL CORRIDOR AT 3 A.M.



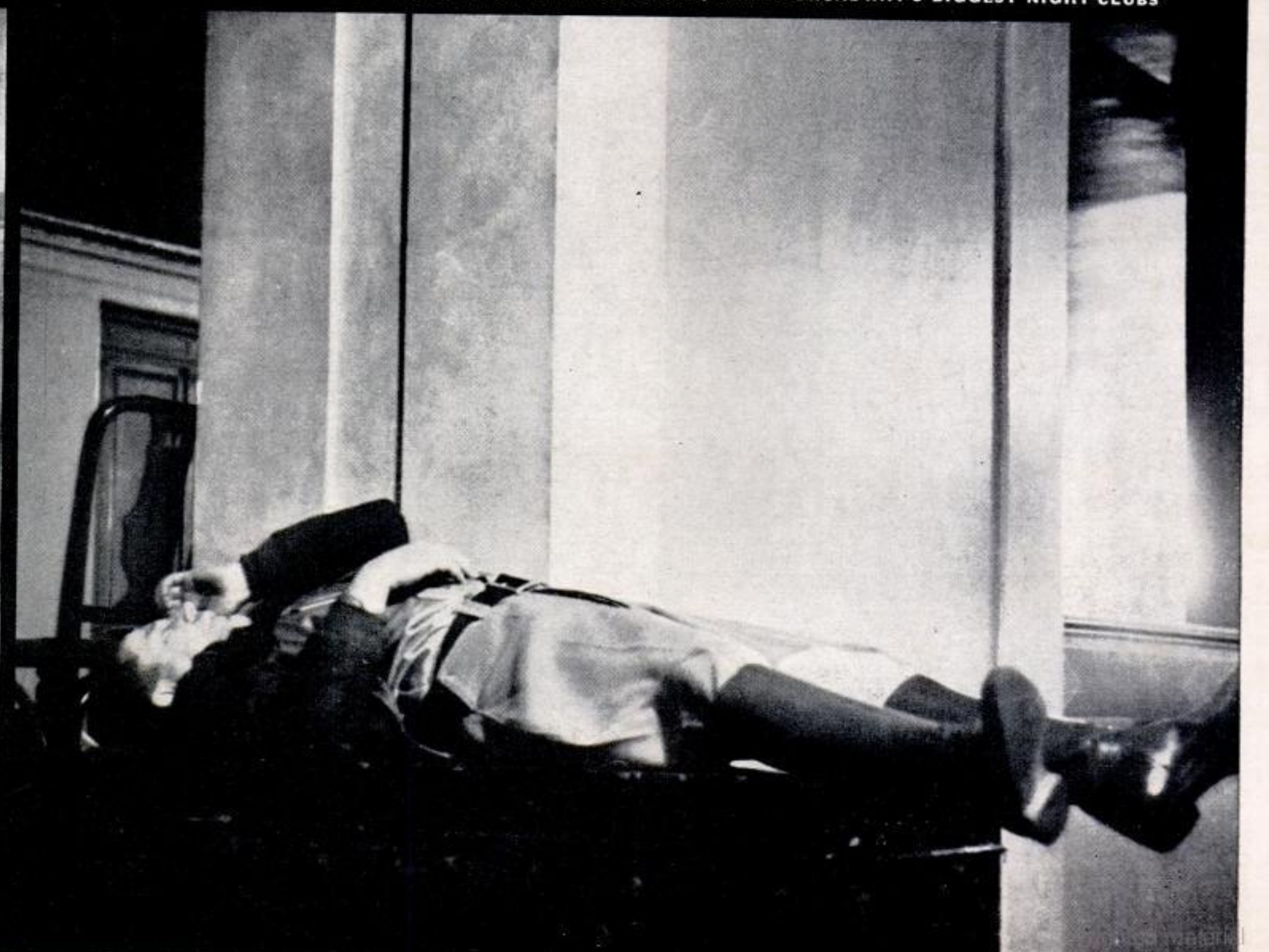
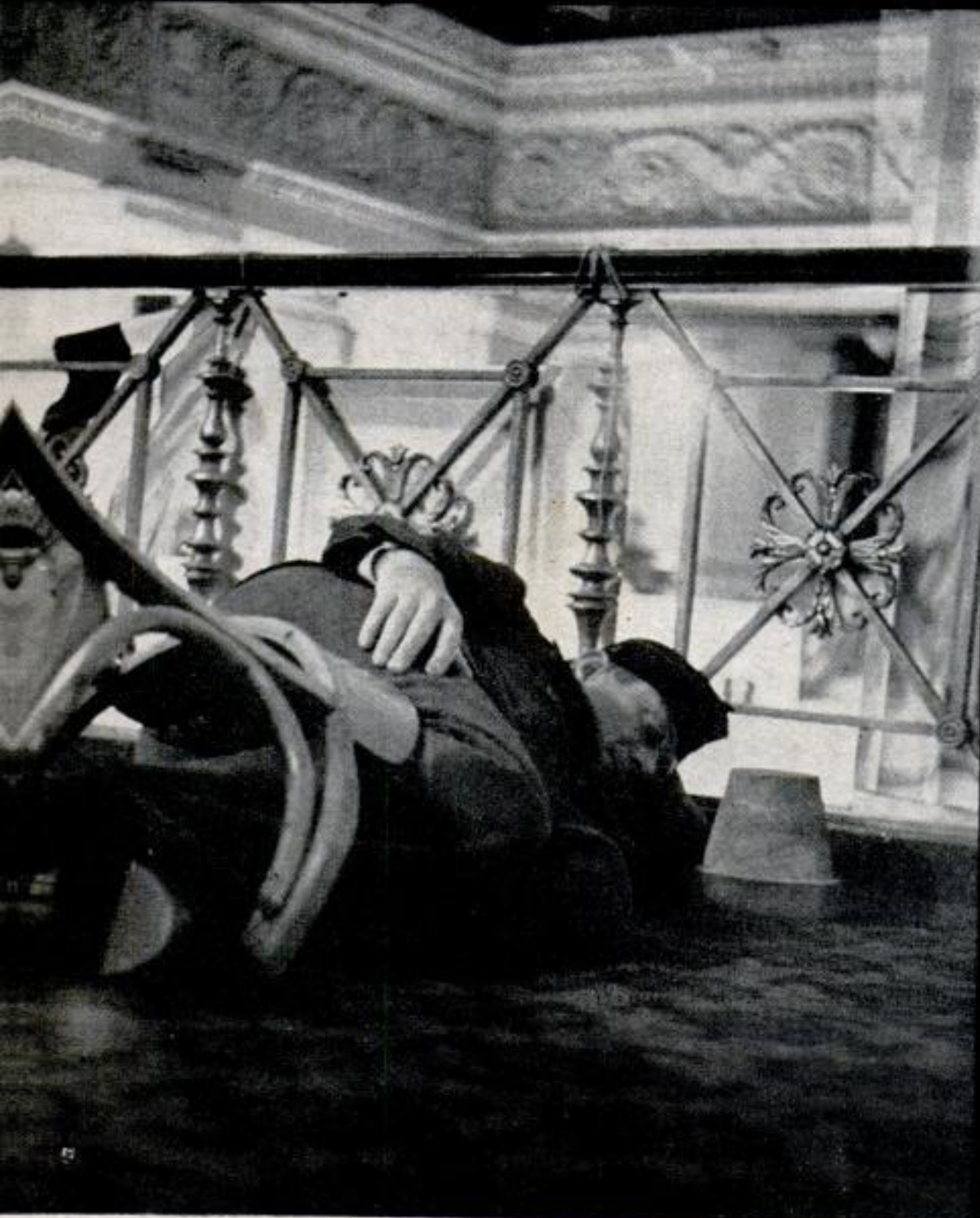
THEIR HOTEL BEDROOMS WERE THE FAVORITE FUNSPOTS OF LEGIONNAIRES AND WIVES. ABOVE, A COSY CHAMPAGNE PARTY AT THE NEW YORKER



FIFTH AVENUE DEPARTMENT STORES BOARDED UP THEIR DOORS AND WINDOWS BUT THESE ENTERPRISING LEGIONNAIRES MANAGED TO MAKE OFF WITH A DUMMY



THIS LEGIONNAIRE FOUND A WAY TO INTEREST THE FRIENDLY CHORUS GIRLS OF THE HOLLYWOOD RESTAURANT, ONE OF BROADWAY'S BIGGEST NIGHT CLUBS







LEGION AUXILIARY BIBBERS LIKE THOSE ABOVE DREW A SHARP REBUKE IN A CONVENTION SESSION FROM MRS. W. H. MORGAN OF EDWARDSVILLE, ILL.



EVEN THE GIDEON BIBLES WERE REMOVED FROM ROOMS RESERVED BY LEGIONNAIRES AS NEW YORK HOTELS STOWED AWAY BREAKABLES



RUDE LEGIONNAIRES MADE NEW YORK WOMEN HOP WITH ELECTRIC SHOCKING DEVICES GENERALLY APPLIED TO THE REAR



THIS LEGIONNAIRE GOT MORE THAN HIS MONEY'S WORTH FROM FRIENDLY HOSTESSES IN A 10c-A-DANCE HALL JUST OFF BROADWAY



A BOSTON WIFE KEEPS HER HUSBAND ON LEASH





# BACK FROM THE WARS: THE BIOGRAPHY OF THE AMERICAN LEGION

In the winter of 1918-19, the A.E.F. high command was growing anxious about the sullen restlessness of doughboys stuck in France and eager to get home. There was talk of forming some kind of veterans' organization to bolster morale. On Feb. 16, 1919, Lt. Col. Theodore Roosevelt Jr. invited 20 officers to a dinner at the Allied Officers' Club in Paris, made the proposal. A second speaker was Lt. Col. Bennett Champ Clark, now the rotund senior U. S. Senator from Missouri. The diners responded warmly, went out to spread the word. On March 15, an organizing caucus of 1,000 officers & men met in Paris (right), adopted the name "American Legion."

In 18 years the Legion has grown great and million-strong. Though it claims less than one-fourth of U. S. World War veterans, it has come, popularly and politically, to stand for almost all of them. It has been revered as a legion of heroes, earned just praise for its work in disaster relief, child welfare, civic betterment. And it has been fiercely denounced as a greedy Treasury-raiding machine and a potential Fascist nucleus.

Observers conscious of history have wondered whether the Legion is to become another such self-seeking political incubus as the Grand Army of the Republic, which took a quarter-century after the Civil War to reach full bloom. To a broader question, no nation has found answer since Alexander's legions marched back from Carmania. That question: can a body of men uprooted, toughened and disillusioned by war ever be returned to normal citizenship?



1 1,000 members of the A. E. F. met in Paris March 15-17, 1919, to organize the American Legion. This picture of the closing session in the Cirque de Paris was taken while some

of them were out for lunch. Presiding officer was Lt. Col. Bennett Champ Clark, whose reflection can be seen in mirror on rear auditorium wall, over First Division placard.



2 Lt. Col. Theodore Roosevelt Jr. sped home to begin U.S. organizing.



3 Tanks and other reminders of War were used in the Legion's early, high-pressure recruiting drives. By the end of 1920, the Legion had 845,186 members. Within four years more than a quarter of them had dropped out. But with the Bonus drive, the membership curve began to rise again.



4 Franklin D'Olier, D.S.M., now vice president of Prudential Insurance Co., was elected first national commander at 1919 convention. Later he opposed the Bonus.



5 The 20,000 Legionnaires who marched at the second national convention in Cleveland in 1920 still wore their Wartime khaki. Year before, the Legion had scorned "legislation in its selfish interest." At Cleveland it demanded the Bonus ("adjusted compensation").



6 Legion prestige rose when Marshal Foch (right) came to join General Pershing at 1921 convention.



7 During 1921 depression the Legion opened employment offices in its 11,000 posts, got jobs for 500,000 veterans. Note recruiting legend on blackboard at right.



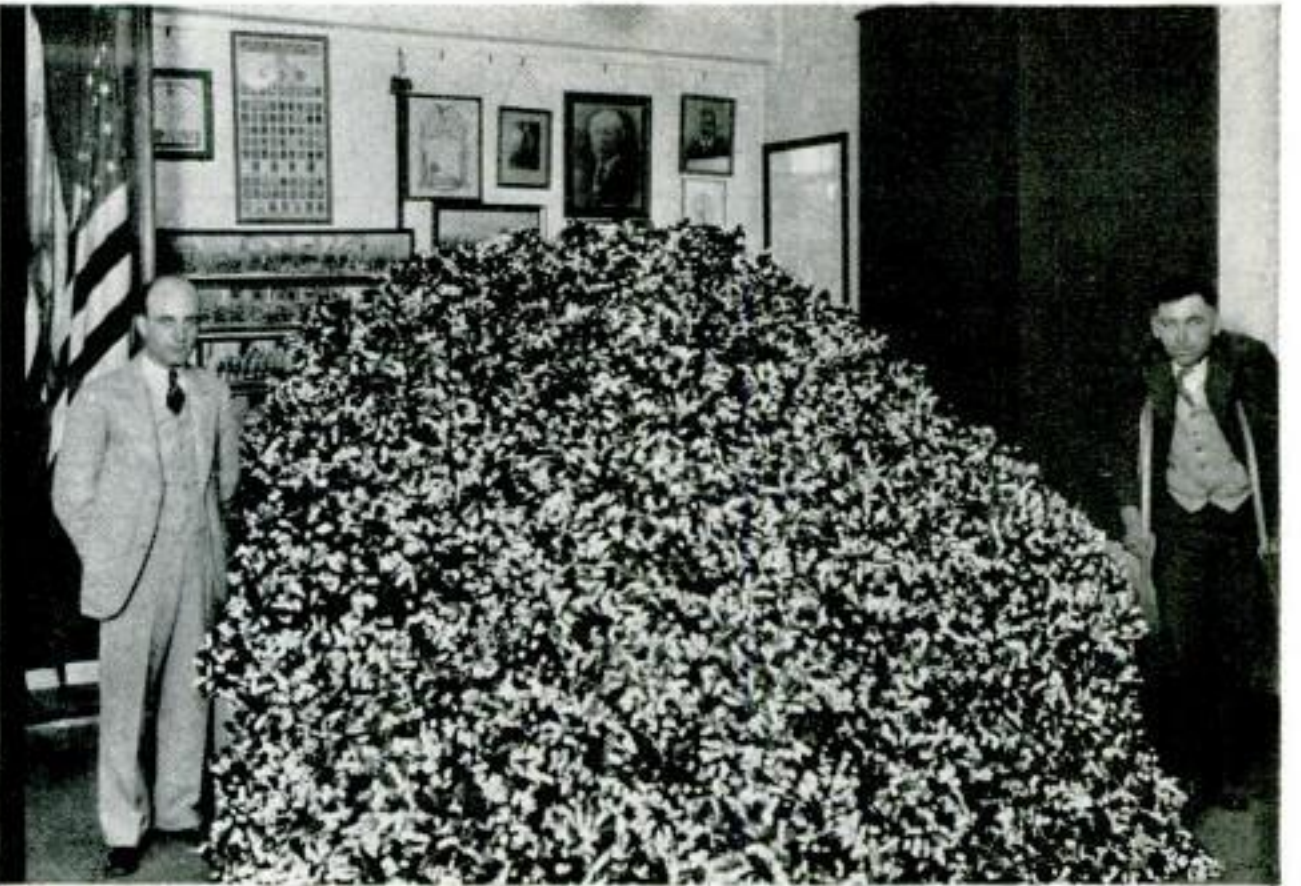


**8** An original Legion Washington lobbyist was A.E.F. Lt. Col. Thomas W. Miller. He went to prison in 1928 for taking a bribe while Alien Property Custodian.

**9** Another early Legion lobbyist, A.E.F. Col. Luke Lea. He went to prison in 1931 for plotting to defraud a bank.

**10** The Legion's present high-powered Washington lobbyist is bemedaled A.E.F. Capt. John T. Taylor.

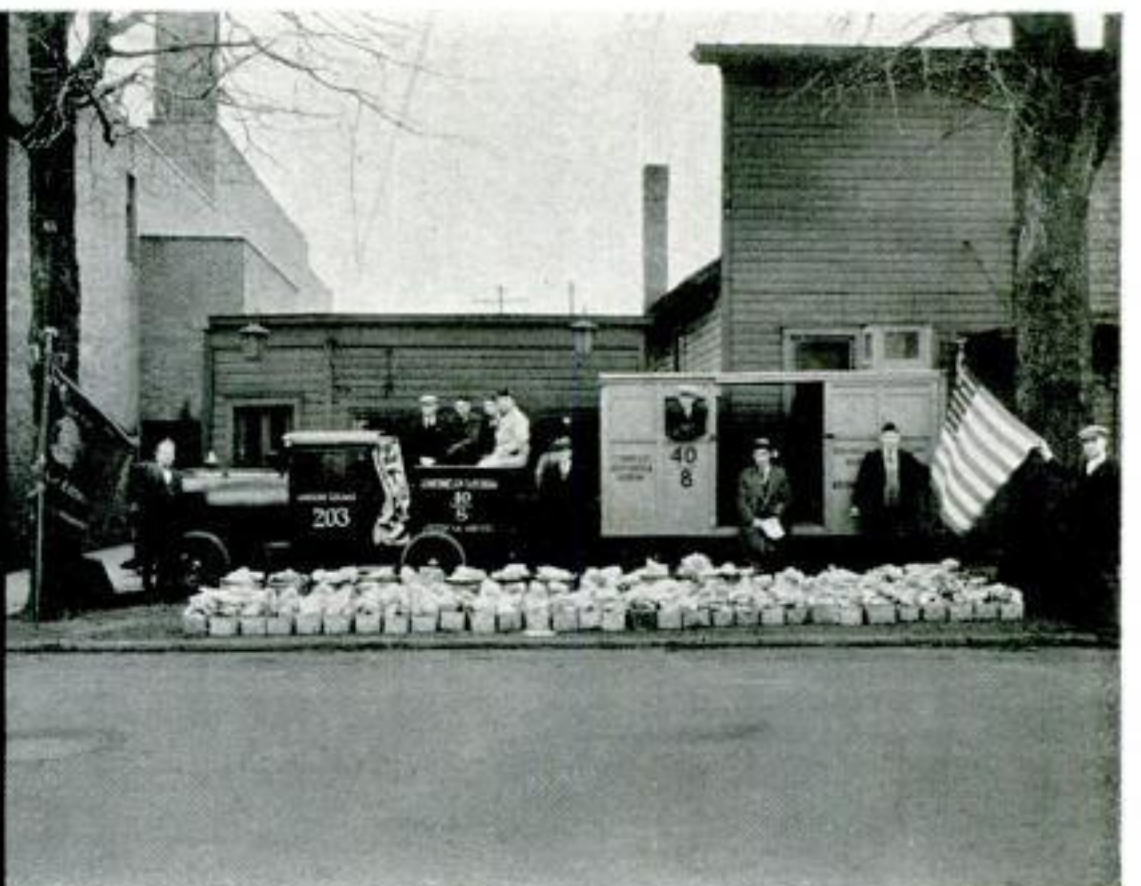
**11** The Legion's Washington headquarters, home of its potent lobby, is this 23-room brick mansion on K St. It is tax-exempt.



**12** The Veterans' Administration Building in Washington, where the paying of the nation's \$800,000,000 annual veterans' bill is tended, has long been a centre of Legion interest and Legion influence.

**13** First concern of the Legion, as of the G.A.R., was disabled veterans. Above: one makes poppies.

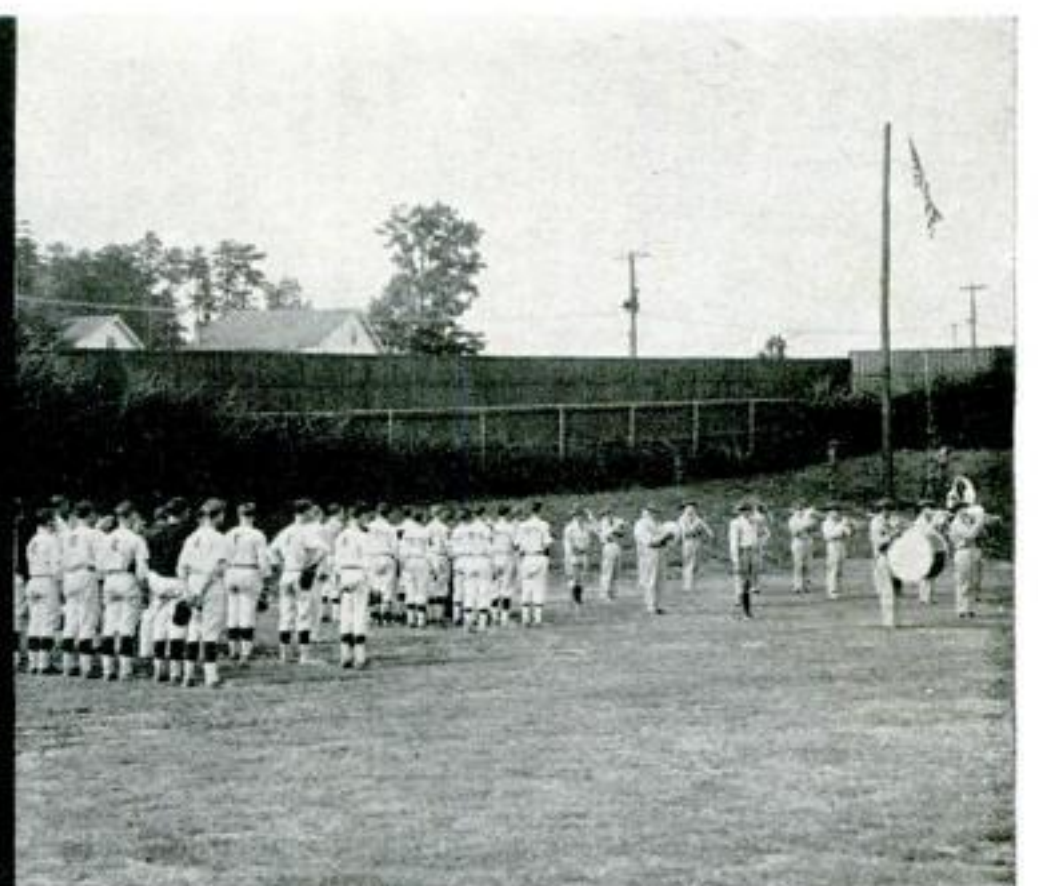
**14** Begun in 1920, poppy sales by the Legion Auxiliary bring in \$1,000,000 per year for Legion rehabilitation and child-welfare work. Disabled veterans in an Oklahoma hospital made this mountain of poppies.



**15** The Legion Auxiliary of women relatives was formed in 1921, now has 440,000 members. Above: San Francisco, 1923 convention.

**16** Indiana gave the Legion this \$400,000 National Headquarters building in Indianapolis, part of a five-block State War Memorial. Like Washington headquarters, the building is tax-exempt.

**17** Seeking civic usefulness, the Legion has concentrated from the beginning on child welfare. Above: an Ohio Branch of the 40 & 8, Legion funsters, prepares to deliver food baskets.



**18** Undernourished school children fill up at a Legion kitchen in Calexico, Calif. This year the Legion has spent \$3,242,756 on 381,274 needy children, one-tenth of them no kin to veterans.

**19** As Legionnaires achieved fatherhood, sentiment rose for a junior organization to carry on Legion ideals. Sons of the American Legion now has 50,000-odd members.

**20** To develop sound American character through sport, the Legion in 1926 began a Junior Baseball program, which now engages 500,000 boys. Above: "flag education."





**21** Parisians cheered lustily as some 27,000 members of the Legion's "Second Expeditionary Force" arrived on their "sacred" and sentimental pilgrimage amid scenes reminiscent of ten years before.

**22** In 1927, Vice President Charles Gates Dawes saw fellow Legionnaires off on a great mass pilgrimage to Paris.

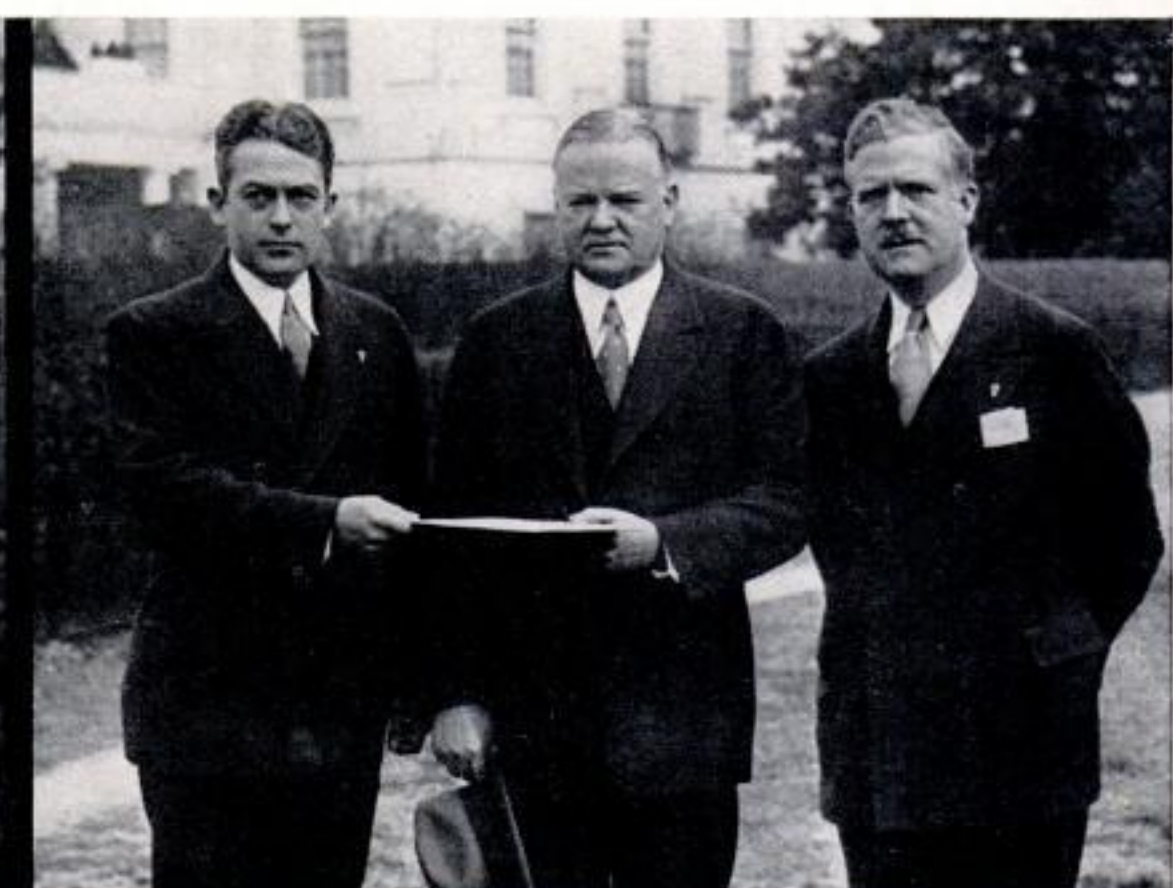
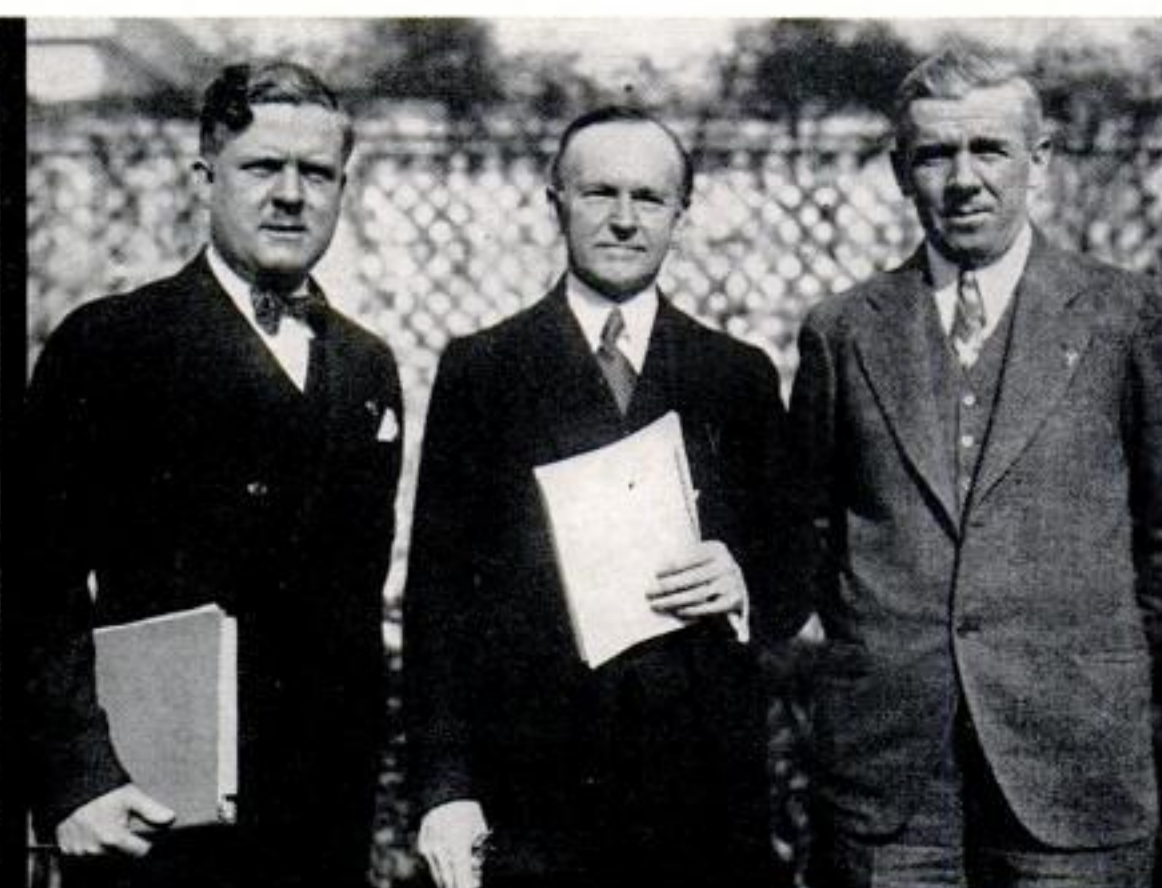
**23** Down the Avenue de l'Opéra marched Legionnaires carrying their State placards in a 4-hour parade. This month, another ten years later, 5,000 Legionnaires are going to France again.



**24** Standing where he did not say "La Fayette, we are here," General Pershing, with the Legion's National Commander Howard P. Savage (at his right) helped lay a Legion wreath on La Fayette's tomb.

**25** The Paris Legion post calls its handsome headquarters Pershing Hall. The Legion has posts in 14 countries.

**26** Prize souvenir of the Paris convention was one of the taxis which took Joffre's soldiers to the Marne. Legionnaires of the Portland, Ore., 40 & 8 are shown rolling it out of its Paris garage.



**27** Proud to drive the famous taxi when it arrived in Portland was Oregon's Senator Frederick Steiwer, one of the Legion's many Congressional members & friends.

**28** The Legion has defeated in Congress every President in its lifetime. Above: President Coolidge with Lobbyist Taylor (left) and Commander Savage. His Bonus veto was beaten.

**29** President Hoover (shown with Lobbyist Taylor and Commander Harry L. Stevens Jr.) vetoed a bill to permit half-value loans on Bonus, was overridden.



**30** Perennial author of cash-bonus bills: Texas' Congressman Wright Patman, Legionnaire.

**31** At the 1930 Boston convention, President Hoover pleaded for good citizenship, warned Legionnaires: "Demands upon the Government should not exceed the measure which justice requires and self-help can provide."

**32** Also on the Boston platform sat ex-President Coolidge. He made a one-sentence speech: "You have paid your debt to La Fayette but you still owe a debt to yourselves and to the nation."

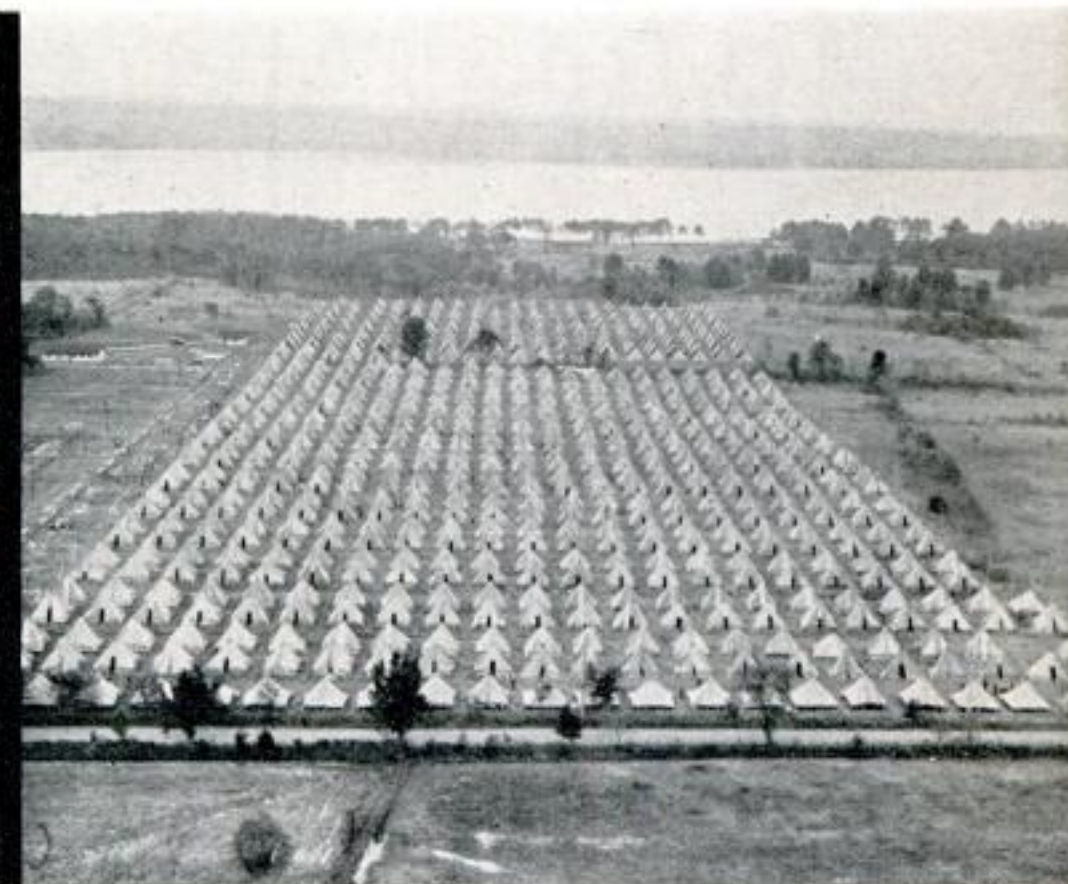




**33** In April, 1932, Legionnaires besieged the Capitol demanding Bonus cash not due until 1945.

**34** Next month Washington was invaded by the ragged Bonus Army, 8,000 strong and demanding cash. Some of them settled in old Government buildings. When police tried to evict them, they fought back with bricks.

**35** Riots in which two Bonuseers were killed by police caused President Hoover to order the U. S. Army to drive the veterans out of Washington. General Douglas MacArthur (left) supervised.



**36** When the U. S. troops got through, the Bonus Army's camp was a smoldering ruin. President Hoover was bitterly criticized. The Legion disclaimed the Bonus March.

**37** First Legionnaire to be elected President was Franklin D. Roosevelt. Eligible because of Wartime service as Assistant Secretary of the Navy, he belongs to Poughkeepsie, N. Y. post.

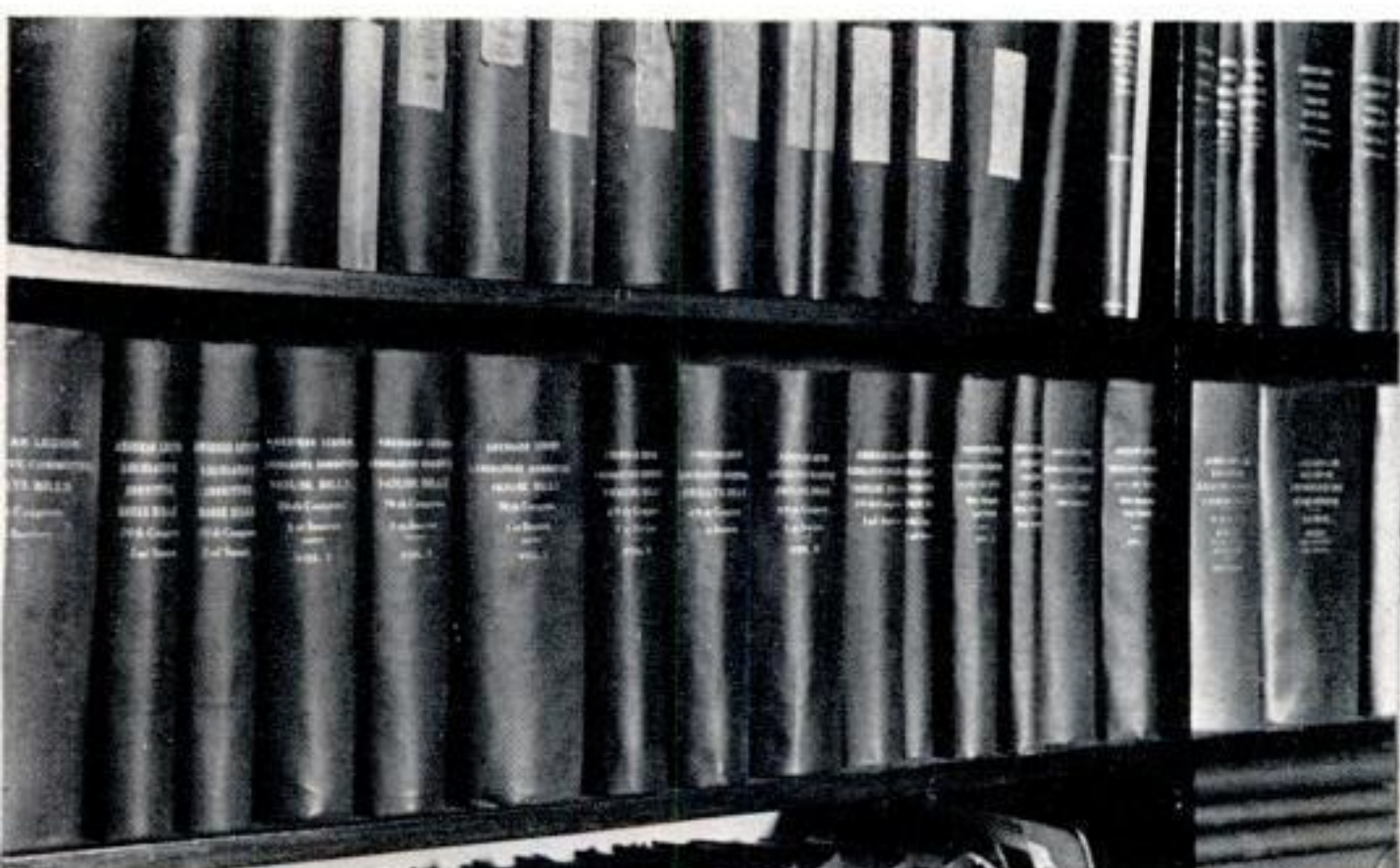
**38** A 1933 Bonus March was turned off harmlessly by President Roosevelt, who shunted marchers down the Potomac to this camp at deserted Fort Hunt, Va.



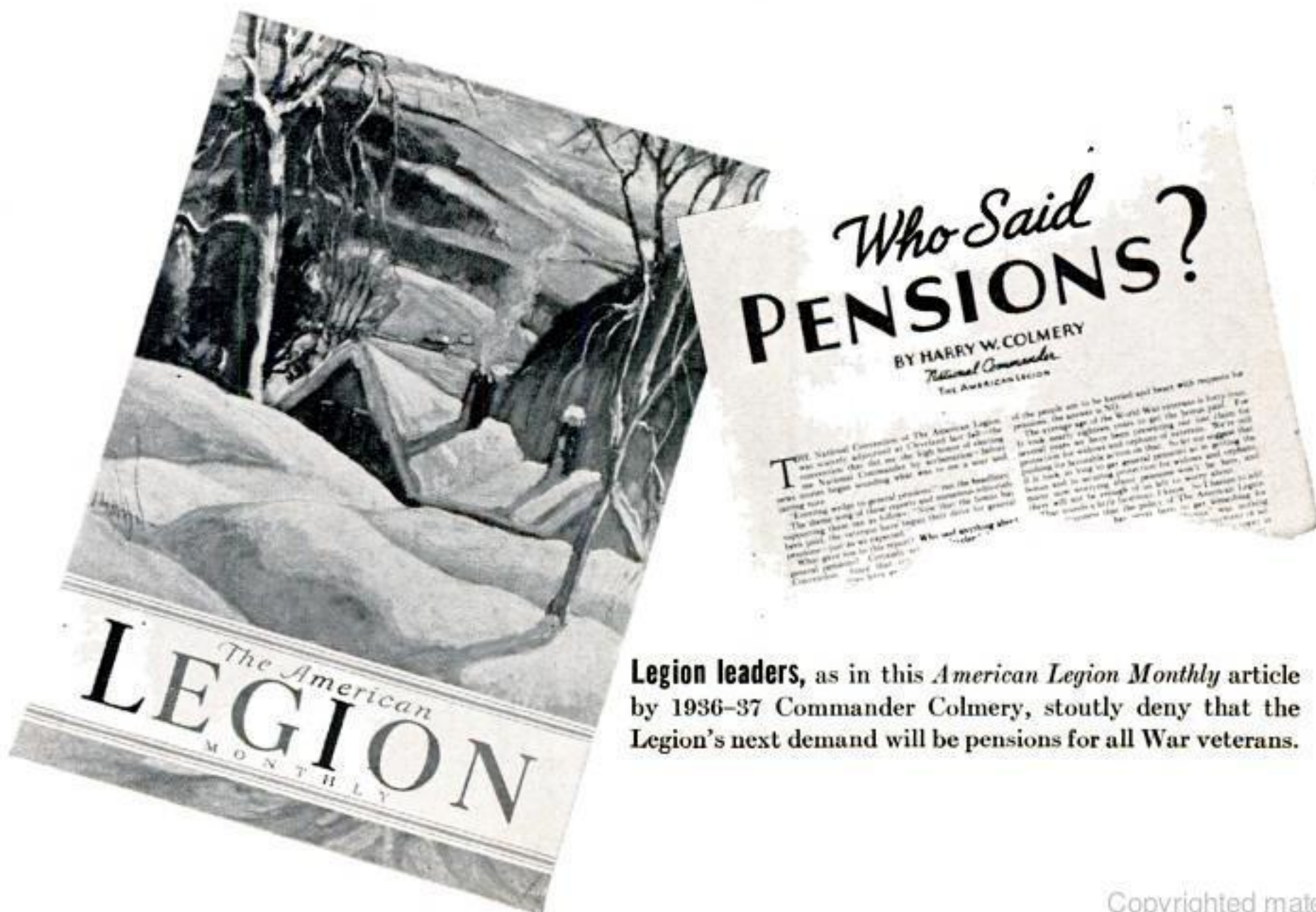
**39** When Congress passed a bill for full cash payment of the Bonus in 1935, President Roosevelt delivered a vigorous veto in person. It was sustained by the Senate.

**40** Next year the bill was passed again. A second Roosevelt veto was overridden. Above: Legion Commander Ray Murphy (second from left) grins as Senate Secretary Halsey signs bill.

**41** On June 15, 1936, the Treasury began mailing out \$2,490,000,000 in Bonus bonds. By mid-September veterans had converted half of them into cash.



**42** In the library of Lobbyist John Thomas Taylor in Washington, shelves bulge with copies of the 2,000 bills prepared and sent to Congress by the Legion. Passed, many without the change of a comma, have been 600.



Legion leaders, as in this *American Legion Monthly* article by 1936-37 Commander Colmery, stoutly deny that the Legion's next demand will be pensions for all War veterans.



# WHO SAID PENSIONS? THE VETERANS OF EVERY WAR IN U. S. HISTORY

**G**eneral George Washington said it first. During the Revolution he proposed half pay for life as a bribe to keep his downhearted officers from quitting the war. Thus was born in the U. S. the idea that fighting in the Country's wars is not a patriotic sacrifice but simply a type of dangerous work which

should be adequately paid for in cash. That idea reached full flower in the spectacular Treasury raids of the Grand Army of the Republic. The Civil War aftermath of pensions-for-everybody has established the premise that, for the U. S., the major cost of war begins when the fighting is finished (*see below*).

By 1884, 19 years after Appomattox, Union veterans and their dependents had cost the U. S. taxpayers only half a billion dollars. What World War veterans will eventually cost them depends upon how successfully the American Legion continues to improve on the example set it by the G.A.R.

*Carvings by Major Henry Anson Barber, U.S.A.*



**REVOLUTIONARY WAR**

**COST OF WAR: \$105,000,000**

**COST OF VETERANS: \$70,000,000**



**WAR OF 1812**

**COST OF WAR: \$119,624,000**

**COST OF VETERANS: \$46,216,000**



**MEXICAN WAR**

**COST OF WAR: \$173,298,000**

**COST OF VETERANS: \$61,092,000**



**CIVIL WAR**

**COST OF WAR (TO UNION): \$3,478,220,000**

**COST OF VETERANS (UNION ONLY): \$7,934,000,000**



**SPANISH-AMERICAN WAR**

**COST OF WAR: \$1,901,926,000**

**COST OF VETERANS: \$1,164,000,000**



**WORLD WAR**

**COST OF WAR: \$22,272,000,000**

**COST OF VETERANS: \$11,004,615,126**





## WIDOW OF 1812

**T**he American Revolution is bought & paid for. The last pensioner, a veteran's daughter, died in 1911. But 122 years after it ended, U. S. taxpayers are still paying for the War of 1812. Mrs. Caroline King (*above*) was 19 when in 1869 she married ex-Private Darius King, late of Captain Stevens' Company, New York Militia. He was 73, had served just 53 days in the War of 1812. He died in 1886. His widow

began drawing a \$12-per-month pension next day.

Half century later, Widow King, 87, is still drawing her pension, now \$50 per month. She lives at the Evangelical Church Home in Cheektowaga, N. Y. Only other surviving 1812 pensioner is Esther Morgan, 80, of Independence, Ore., a veteran's daughter. Reckoning from these two, U. S. taxpayers will still be paying for the World War in the year 2040.



## WALLACE RAMSEYER, LEGIONNAIRE

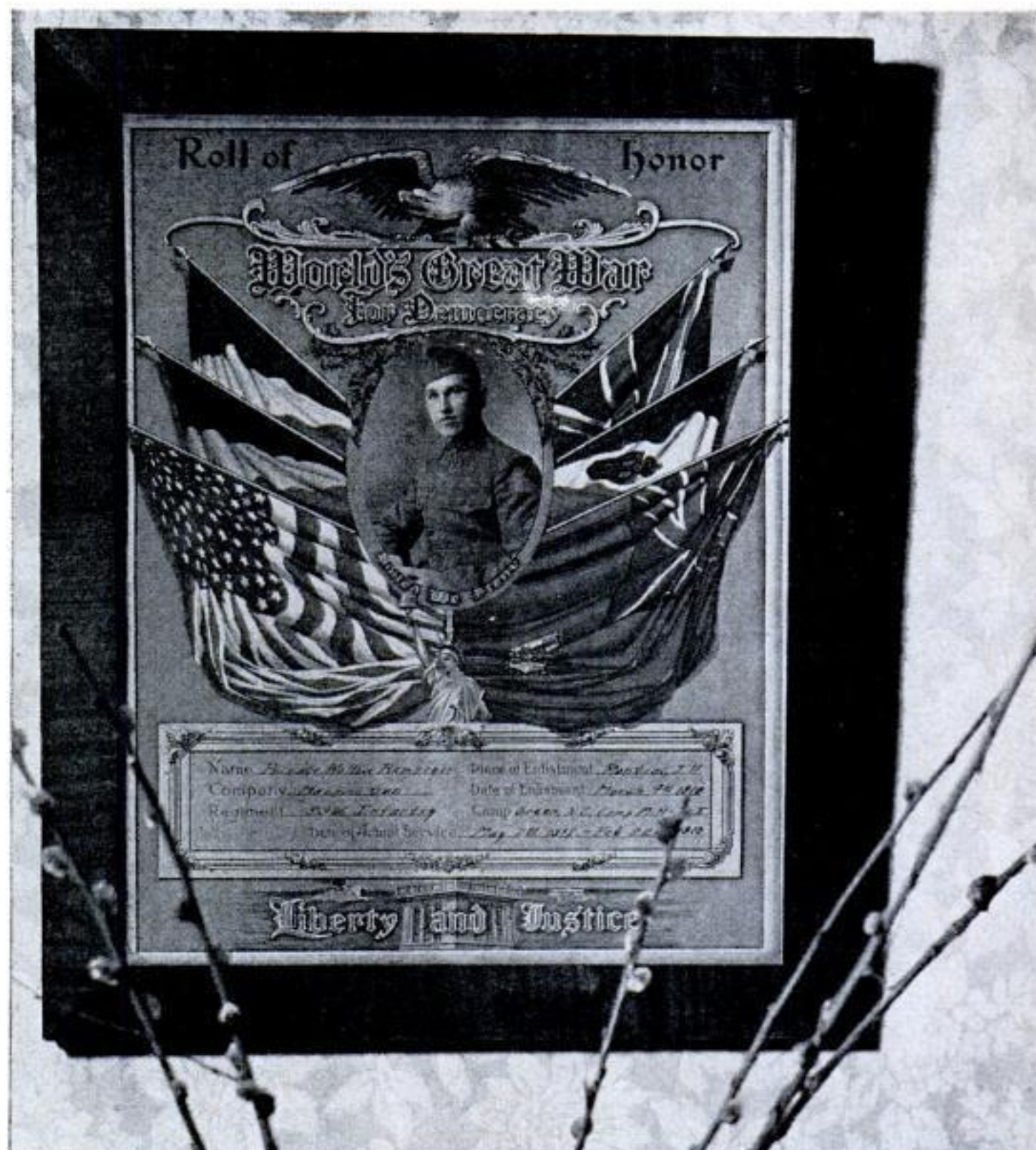
**W**allace Ramseyer is the Legionnaire whose dining room appears on the front cover of this issue. He lives in the town where he was born 41 years ago, Fairbury, Ill. (pop. 2,500) on the Toledo, Peoria & Western R. R. about 100 miles southwest of Chicago. He is vice commander of Fairbury's American Legion post.

The national convention is the Legion's one big blowout of the year, but people who know the Legion only by its conventions do not know much about the average Legionnaire. Of the Fairbury post's 150 members, only District Commander Ed Yeagle went to New York this year. While he and a gregarious fraction of the Legion frolicked, the Wallace Ramseyers stayed quietly home about their business.

Legionnaire Ramseyer earns a humdrum living as a rural mail carrier. But the things he really lives by are rich and satisfying—the memories of his War days and the comradeship of those days preserved in the American Legion.



In 1920, the year after he got back from the A.E.F., 24-year-old Wallace Ramseyer wooed & won Lottie Ricketts, a Fairbury farm girl. He had been a farm worker before the War.



This chromo record of Private Wallace Ramseyer's Wartime appearance and service still hangs over their stairway. He bought it for 25¢ at Camp Grant just before his discharge.



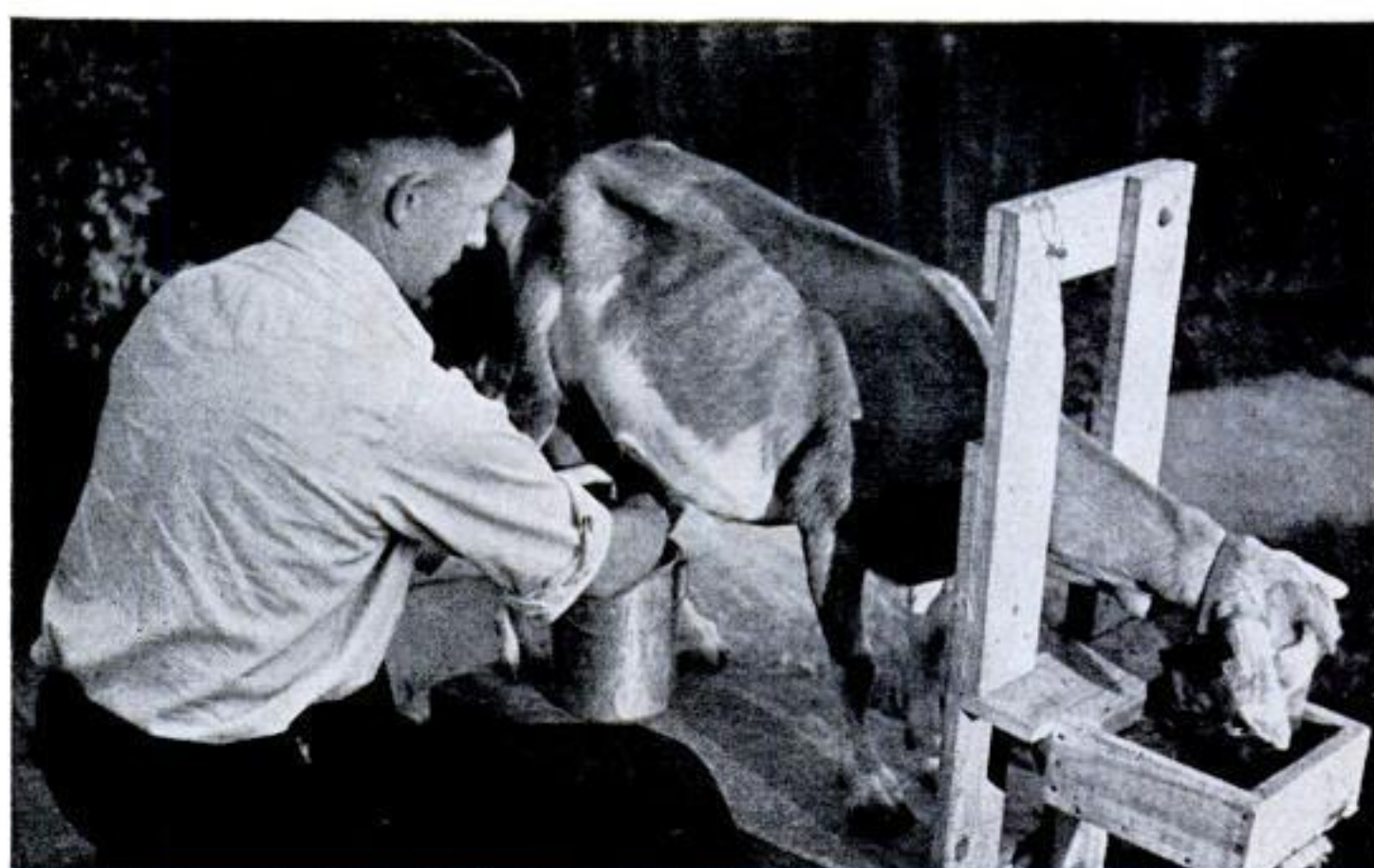
Ramseyer's job is that of Fairbury rural mail carrier. He was three years settling down to it after the War. The hands with which he sorts mail still tremble from War shocks.



Ramseyer drives 34 miles a day on his route, gets \$1,880 a year and 5¢ a mile for his car. He finishes up by 12:30 p.m. in summer, 3 p.m. in winter, spends afternoons gardening.



The Ramseyer family dines well off fruits and vegetables from their garden. Rosemary (facing) is a 14-year-old high-school freshman and Nina Lou, 11 (right), is in sixth grade.



Ramseyer has wanted a goat all his life. He bought this one last year on the excuse that Nina Lou's eczema might be caused by cow's milk. He milks the goat twice daily.





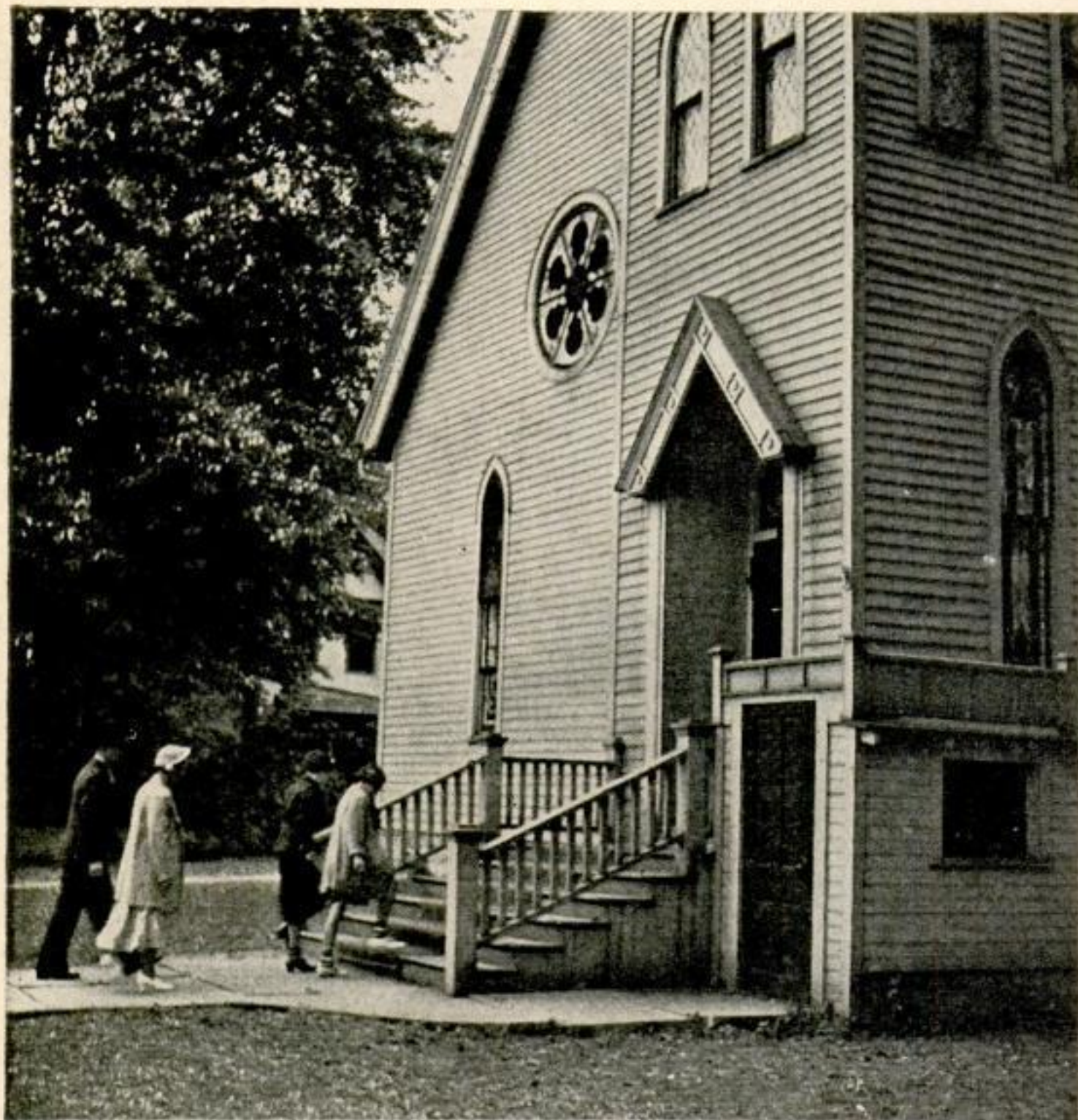
## Legionnaire Ramseyer's House

**T**he Ramseyers have always lived in rented houses. They pay \$15 a month for this eight-room, cream & brown one where they have been living for three

years. But soon they will be moving into their own home. It cost \$3,000. Wallace Ramseyer says he could not have bought it without his \$970 Bonus money.

CONTINUED ON NEXT PAGE





**Almost every Sunday** the Ramseyer family (*above*) goes to Fairbury's Presbyterian Church. Ramseyer is a Mason and Mrs. Ramseyer belongs to the Eastern Star. But they are chiefly devoted to their only other organizations, the American Legion and Legion Auxiliary.



**Almost every family** laying claim to small-town respectability gives its daughters piano lessons. Rosemary Ramseyer's teacher comes to Fairbury from Bloomington (35 miles) once a week, charges 75¢ per lesson. Rosemary also plays clarinet in her school band.



(L. TO R.) MRS. WALTER HENNING, LEGION POST COMMANDER'S WIFE; MRS. ED YEAGLE, DISTRICT COMMANDER'S WIFE; MRS. RAMSEYER





## War Memories

**W**allace Ramseyer does not drink. Above he is simply showing, for perhaps the 101st time, how he was slammed against the side of a 40 & 8 car while jouncing from Boulogne to Amiens during the War. His thumb was badly sprained. Near Mont St. Martin in the

Aisne-Marne sector he was hit by a shell one night, crawled a mile to town under fire, rode 50 miles sitting up in a jam-packed ambulance. The wound hospitalized him for seven months, left a hole in his back as big as a teacup. He draws \$17 per month disability pay.

CONTINUED ON NEXT PAGE





First Fairbury man killed in the War was John Joda. To its heroes who came back and formed a Legion post which they named for him, Fairbury donated a downtown building.



The Fairbury Legion meets every other Monday night. About a third of the members, including Wallace Ramseyer (second from right in front row) who joined in 1919,

attend regularly. In towns of less than 10,000, where Legionnaires live, the Legion post is apt to be—as in Fairbury—not only the best club but the most active civic body.



DISTRICT COMMANDER ED YEAGLE (LEFT), WHO WENT TO THE NEW YORK CONVENTION, STOPS IN FOR A CHAT WITH THE RAMSEYERS AFTER LEGION MEETING





MEMBERS OF JOHN JODA POST No. 54 OPEN AND CLOSE EVERY MEETING WITH SALUTE TO THE COLORS. (U. S. FLAG AT RIGHT OF TABLE NOT SHOWN)



RAMSEYER'S WAR MEDALS: SERVICE (LEFT); PURPLE HEART (RIGHT)

## The Fairbury Legion Speaks (ABOVE, LEFT TO RIGHT):

**August Sieg, 42**, painter & paper hanger: "I figure the Bonus was due us. It wasn't nothing that they gave us. They owed it to us. As for pensions, I don't know where they're getting the money but I think when a man gets old the Government should provide for him."

**Perry J. Keck, 50**, insurance agent: "There's no reason why we should get into a war in the Far East. I'd never again leave the country to fight. The Bonus was right. Thirty a month for War service wasn't enough."

**Edward Yeagle, 41**, garage mechanic (through his wife): "We've never discussed radicals or men like John L. Lewis and Hitler and Mussolini but I don't suppose Ed would be in favor of them. Do you?"

**Clayton Hetherington, 46** (behind Yeagle), Legion post janitor: "Pensions should be given to ex-soldiers. A guy over 40 can't get a job."

**Wallace Ramseyer**: "The Bonus was a just debt. But I don't believe in pensions except for the disabled. This country is pretty sure to get into another war. Just let one of our merchant marines get bombed in the Far East and there'll be the devil to pay. I wouldn't want to go again but I probably would. Protect your country and you protect your home."

**Jacob Peters, 44**, trucker and welder: "Something's got to be done to stop the radicals. Do it before they get too hot."

**Ruben Fuller, 45** (second row, with glasses), mailman: "I got \$1,570 Bonus money. I didn't need it but as long as it was there I took it. I would rather have taken a pension later like the Civil War veterans got."

**William Callaby, 48**, farmer: "I think Roosevelt is a wonderful man. Them Wall Street fellows aren't going to pull Roosevelt into war."



## SCIENCE & INDUSTRY

### A CAMERA LOOKS INSIDE AN EGG

**E**very second, 960 U. S. chickens each lay an egg, cackle triumphantly. Constant repetition of this simple act produces 30 billion eggs a year, gives farmers an annual income of \$1,000,000,000 from the sale of eggs and poultry. To insure this income against innumerable adverse factors, the farmer turns to science and its resultant technological procedure. Thus, the modern poultry establishment is no longer a farm but an egg-and-chick factory; the hen, a highly-specialized tool for the mass production of eggs which are hatched in incubators. In place of green foods they receive rations of vitamins.

Despite science, 35% of the eggs die before they are hatched. To show the growth of an unhatched egg and what practices should be followed to obtain higher hatching percentages, the Research Department of Ralston Purina Co., St. Louis, Mo., in conjunction with Cornell University, filmed growth of a chick and took the following color pictures for LIFE. Below you see how embryos were prepared for portraiture.



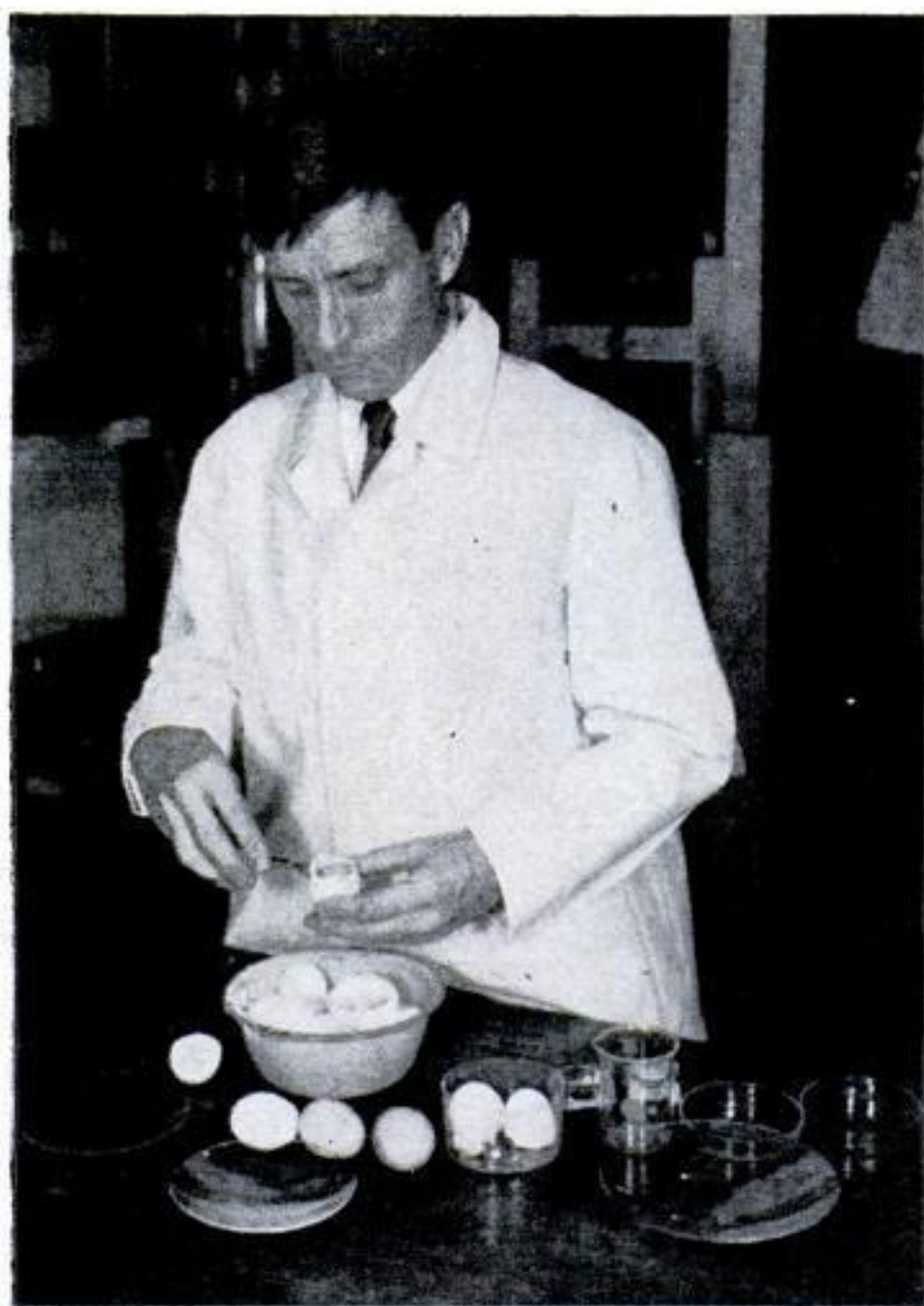
Photographer Elmer S. Phillips prepares to take pictures of newly-hatched chicks. He broke 2,000 eggs in various stages to get the pictures on these pages.



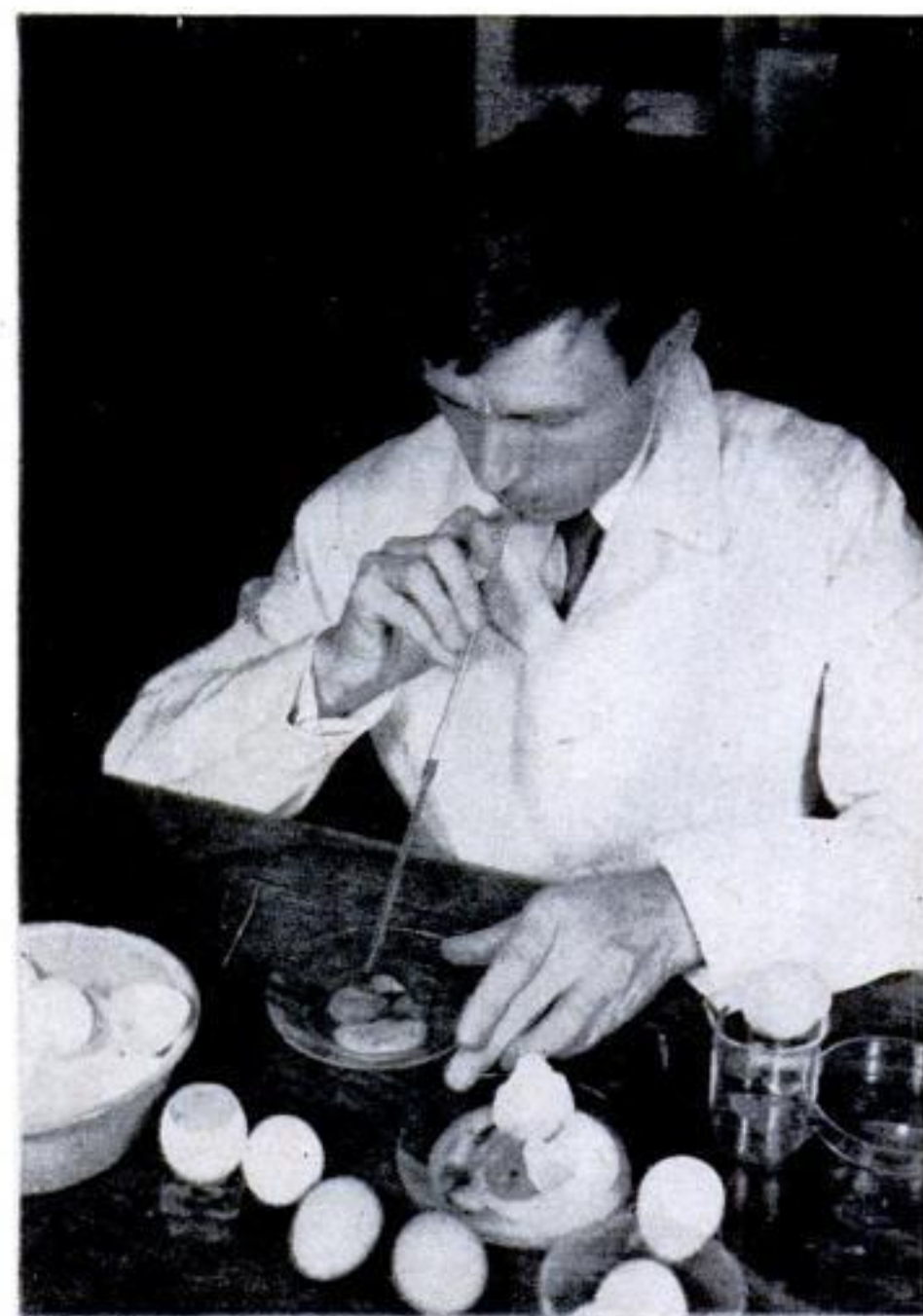
An egg is broken into a watch glass by Dr. Alexis Romanoff, research assistant professor of Poultry Husbandry at Cornell, who supervised the work. All embryo color pictures were taken thus.



Photographic merits of several egg specimens are discussed by Dr. Romanoff and Meade Summers of Ralston Purina Co.



Top of eggshell is removed in preparation for placing the embryo in large watch glass on table, where it is washed.



Washing the embryo with a salt solution which is drawn off with a pipette serves to clear away any bloody material.



# IT TAKES 21 DAYS FOR A CHICK TO HATCH OUT OF AN EGG



**1** THIS IS A FRESH EGG BROKEN OUT INTO A WATCH GLASS. SMALL WHITE SPOT AT CENTRE OF THE YOLK IS THE FERTILIZED CELL



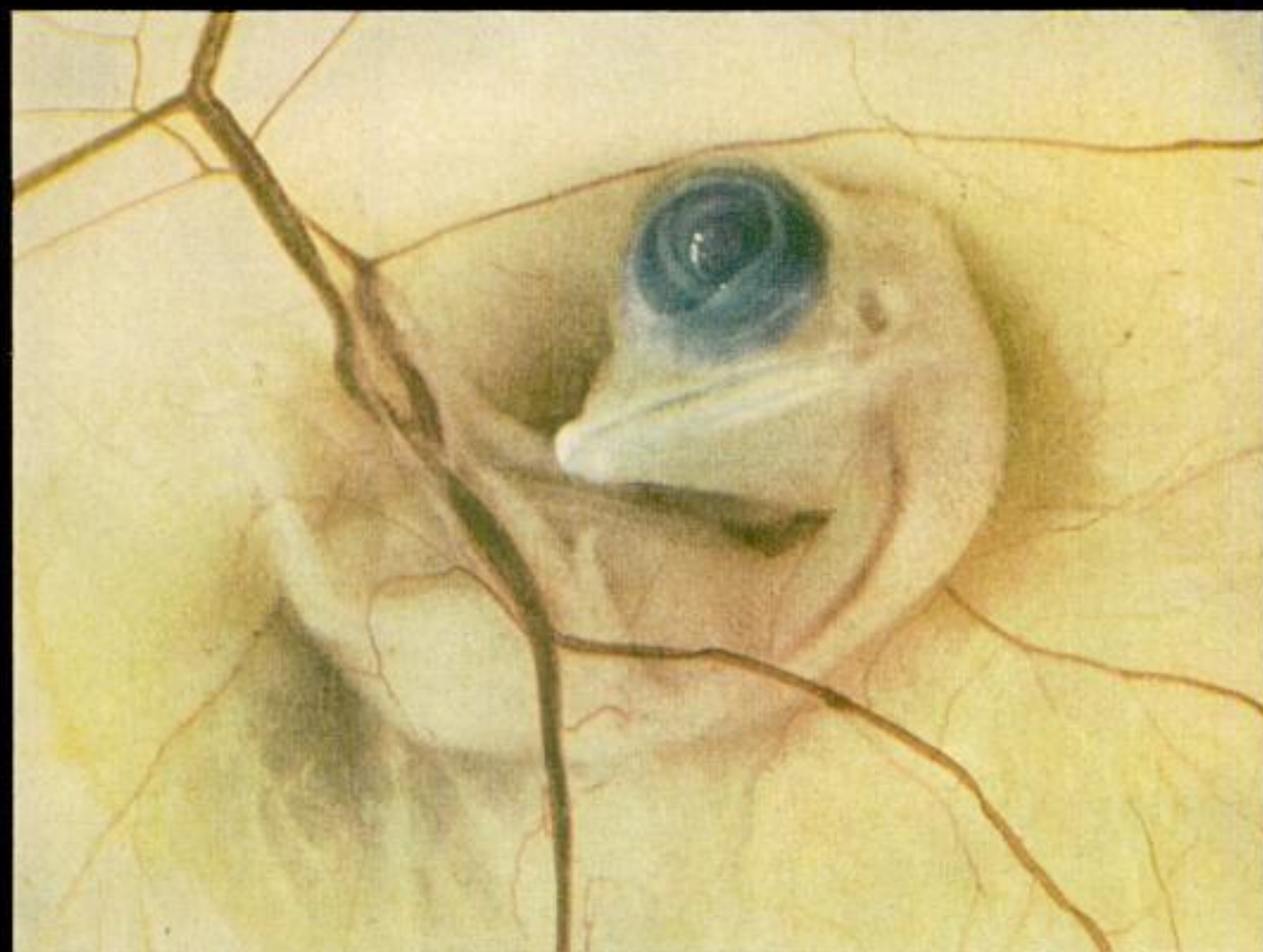
**2** THE 3-DAY-OLD EMBRYO HAS GROWN BLOOD VESSELS WHICH ABSORB FOOD. THE SINGLE DARK SPOT ABOVE THE CENTRE IS THE HEART



**3** THIS CLOSE-UP OF THE 3-DAY EMBRYO SHOWS THE EARLY FORMATION OF THE HEAD OUTLINED ABOVE THE PULSING SAC-LIKE HEART



**4** AT 5 DAYS YOU SEE LEFT EYE (CENTRE) AND TO ITS LEFT, BULGE OF RIGHT EYE. THE BACKBONE CURVES AROUND TOP OF EMBRYO



**5** AT 7 DAYS THE BEAK, WINGS AND FEET BECOME VISIBLE. THE EMBRYO FEEDS THROUGH UMBILICAL CORD (LARGE BLOOD VESSEL)

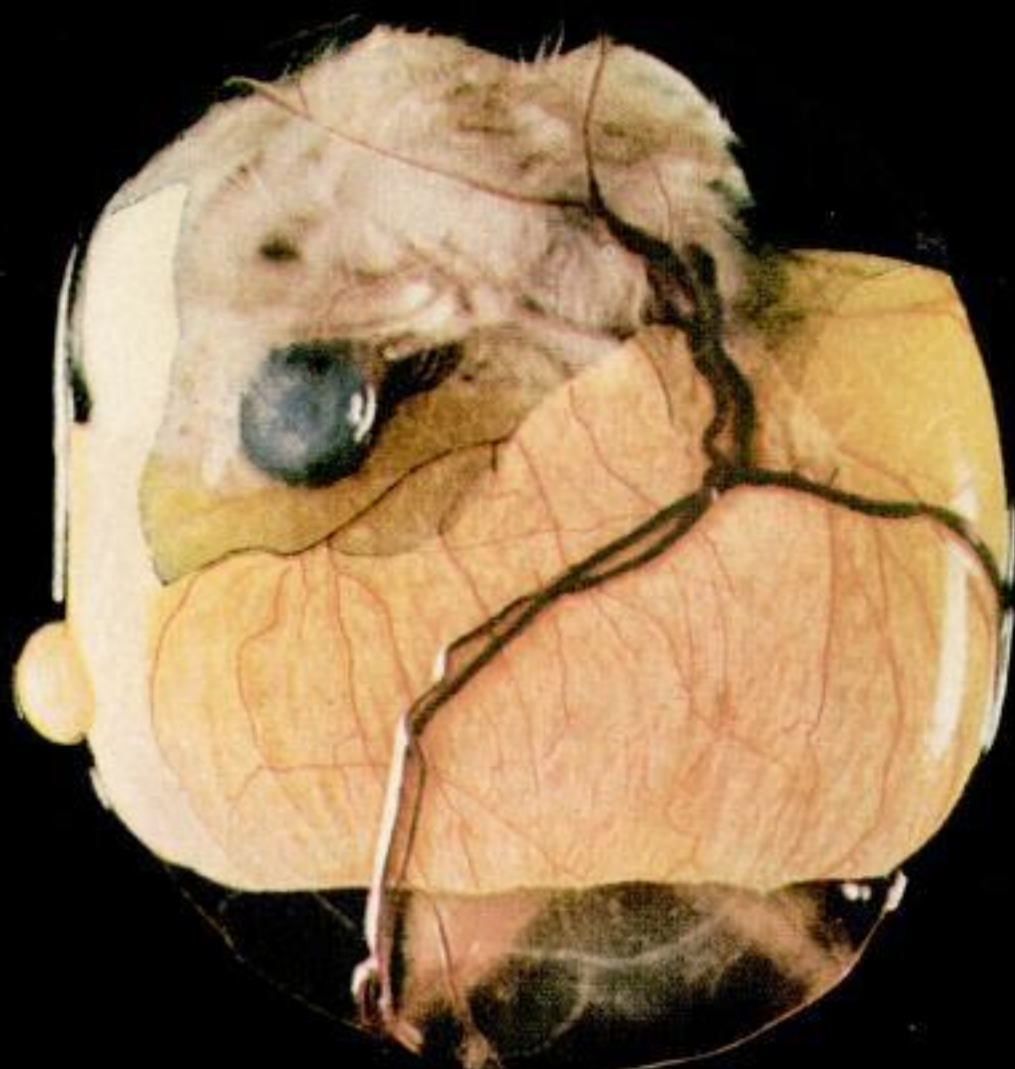


**6** AT 10 DAYS THE EMBRYO FIRST STIRS IN SAC OF CLEAR LIQUID ABOVE YOLK. THE SAC SERVES AS A CRADLE AND EXERCISE YARD

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# IT TAKES 21 DAYS FOR A CHICK TO HATCH OUT OF AN EGG (continued)



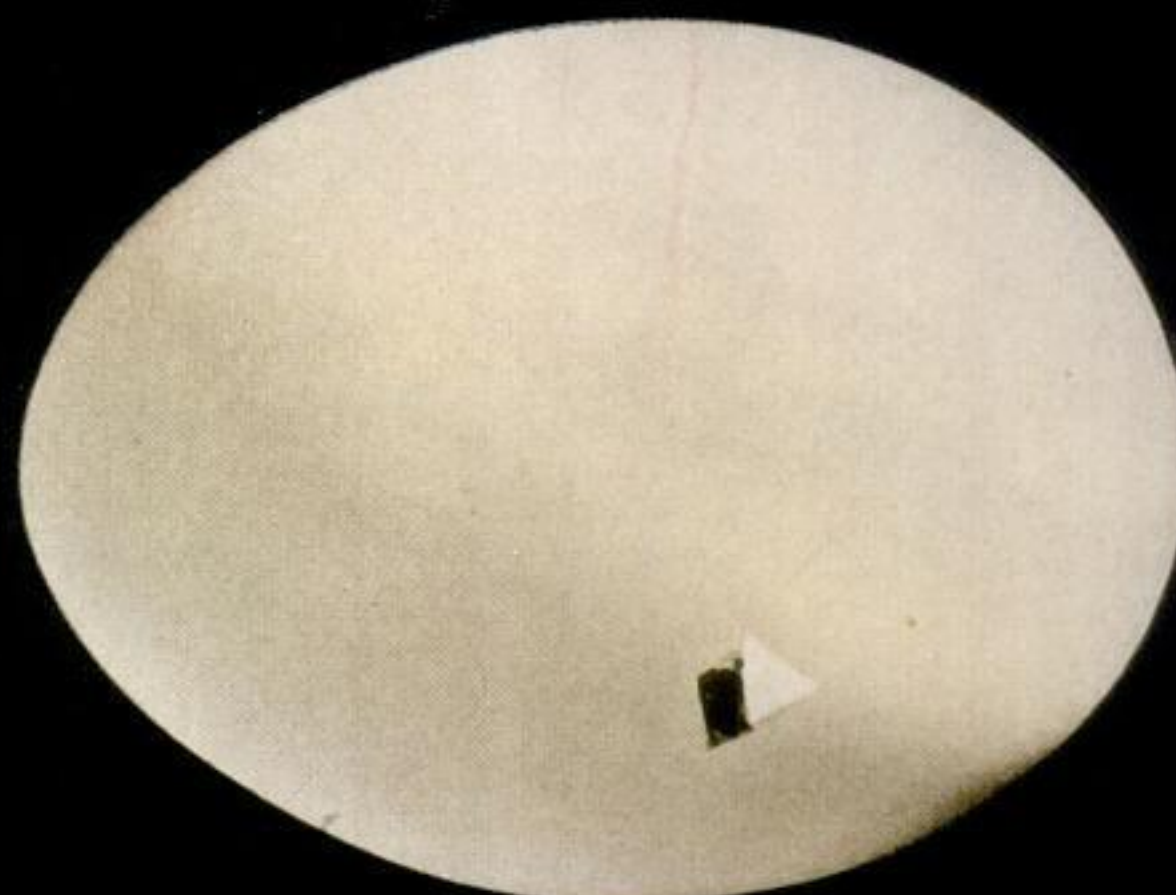
**7** AT 13 DAYS THE EMBRYO IS COVERED WITH DOWN. IT HAS EATEN MOST OF THE WHITE OF EGG AND NOW STARTS FEEDING ON YOLK



**8** AT 16 DAYS FEATHERS ARE SPROUTING RAPIDLY. THE BUBBLY RED MATTER TO THE LEFT OF THE BODY IS THE WASTE MATERIAL



**9** AT 19 DAYS THE CHICK ABSORBS THE REMAINING YOLK WHICH WILL NOURISH IT DURING ITS FIRST 36 HOURS OUT OF THE SHELL



**10** AT 21 DAYS, AFTER PECKING AT THE SHELL MANY THOUSAND TIMES, THE CHICK FINALLY BREAKS A HOLE TO THE OUTSIDE WORLD



**11** FOUR HOURS LATER THE CHICK HAS PIPPED ITS WAY ALMOST ENTIRELY AROUND THE SHELL, PREPARES TO SHOVE OFF THE EGG CAP



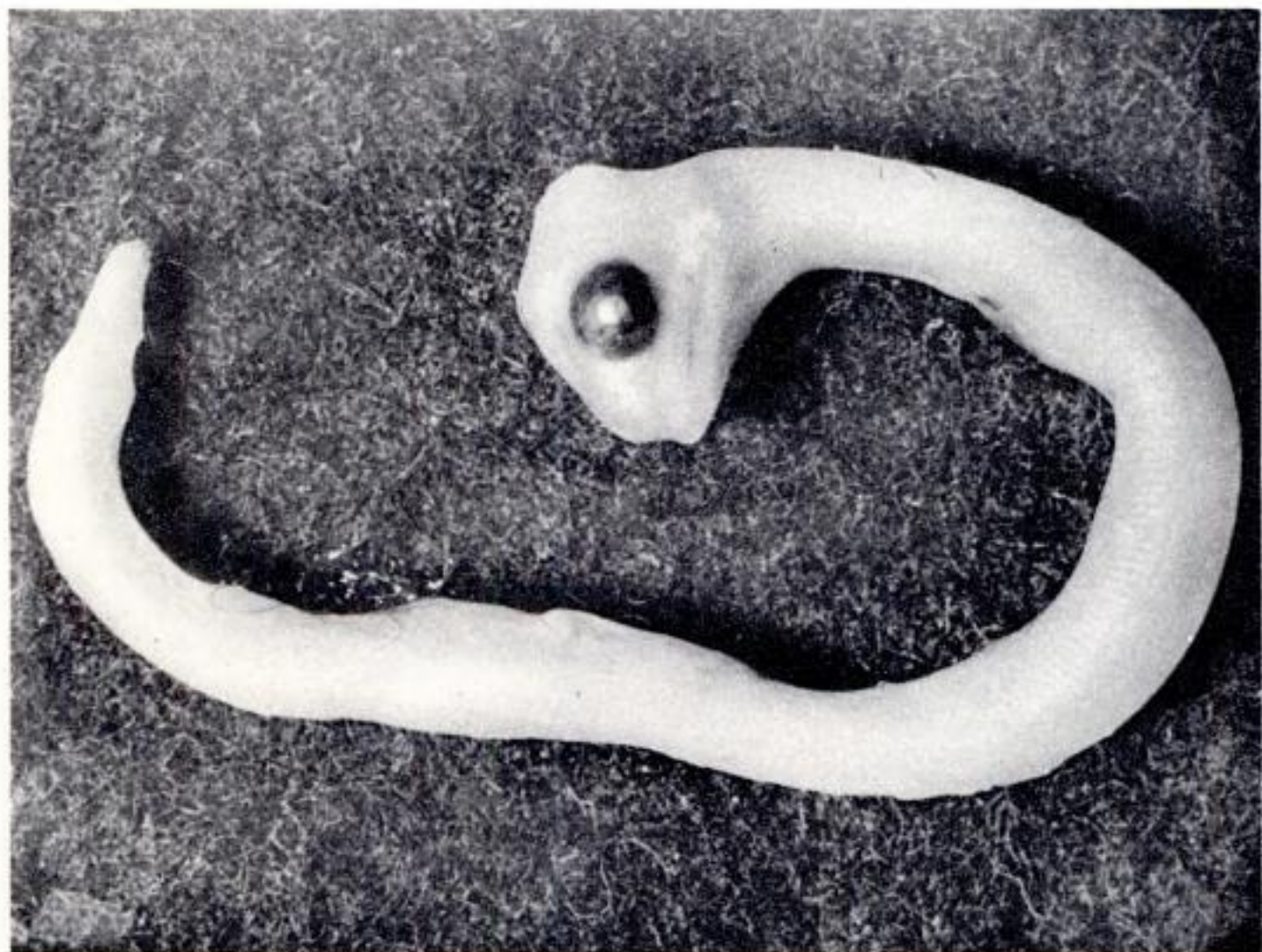
**12** FORTY MINUTES LATER THE CHICK, ALL WET, MAKES ITS ESCAPE, TURNS TO SEVER THE BLOOD VESSEL WHICH TIES IT TO THE SHELL



## IT TAKES 60 DAYS FOR THIS SNAKE TO HATCH OUT OF AN EGG

**B**irds, in prehistoric times, branched off from reptilian forms and thus inherited the property of laying eggs. While modern reptiles, including snakes, have undergone numerous physiological changes, the majority of them are still primitively oviparous. Below you see the hatching of a *Ringelnatter*, or Ringed Snake. The mother snake deposits her eggs—usually 20 to 30 at a time—in a

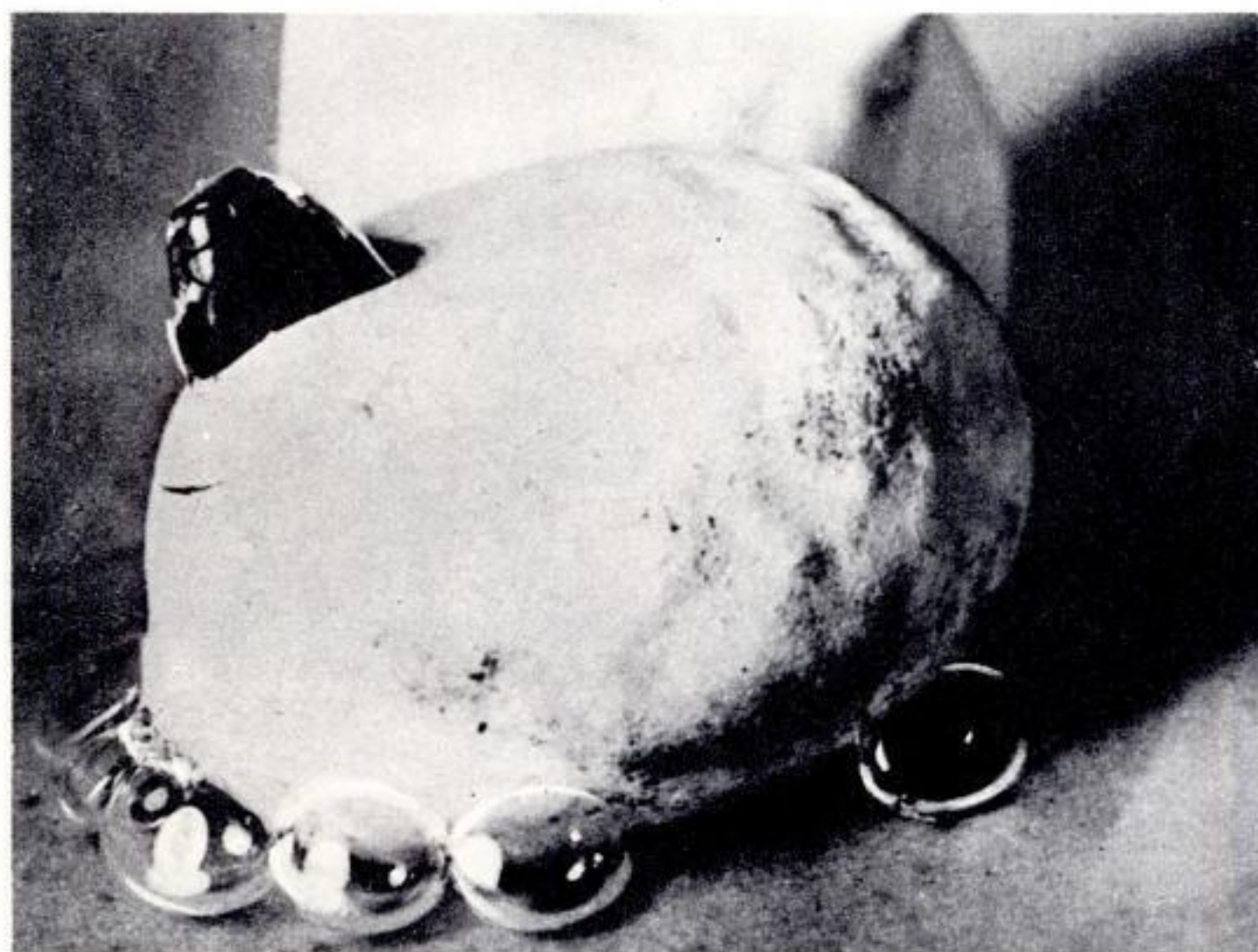
sheltered spot and keeps them warm within the coils of her body. The incubation lasts 46 to 87 days depending on the temperature of the egg clutch and the development of the embryo at laying. The eggshell, lacking calcium, is soft and rubbery. When ready to hatch, the embryo snake develops an "egg tooth" on the foremost bone of the skull with which to pick its way out of the shell.



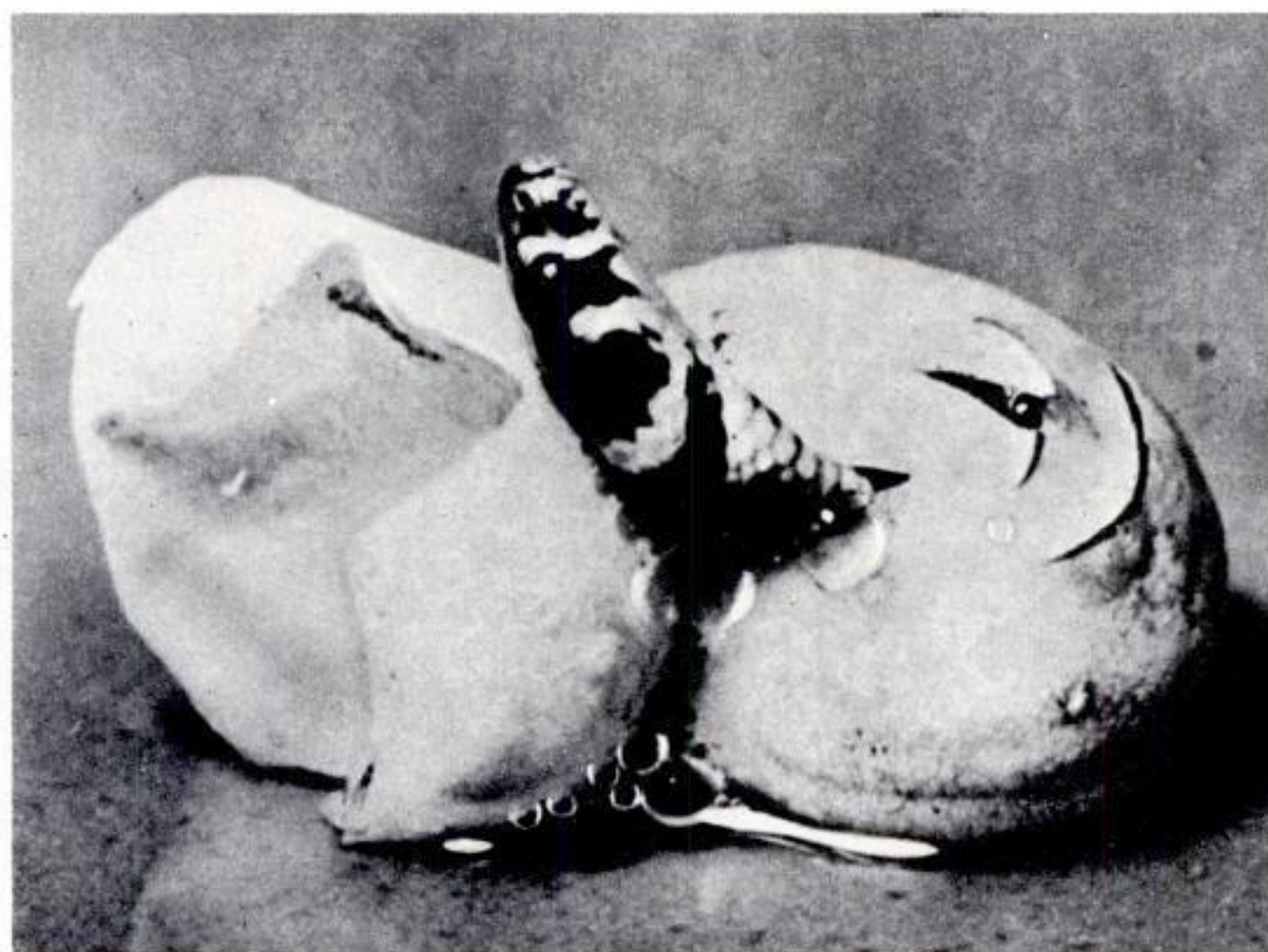
A RINGED-SNAKE EMBRYO LOOKS LIKE THIS AFTER 30 DAYS IN EGG



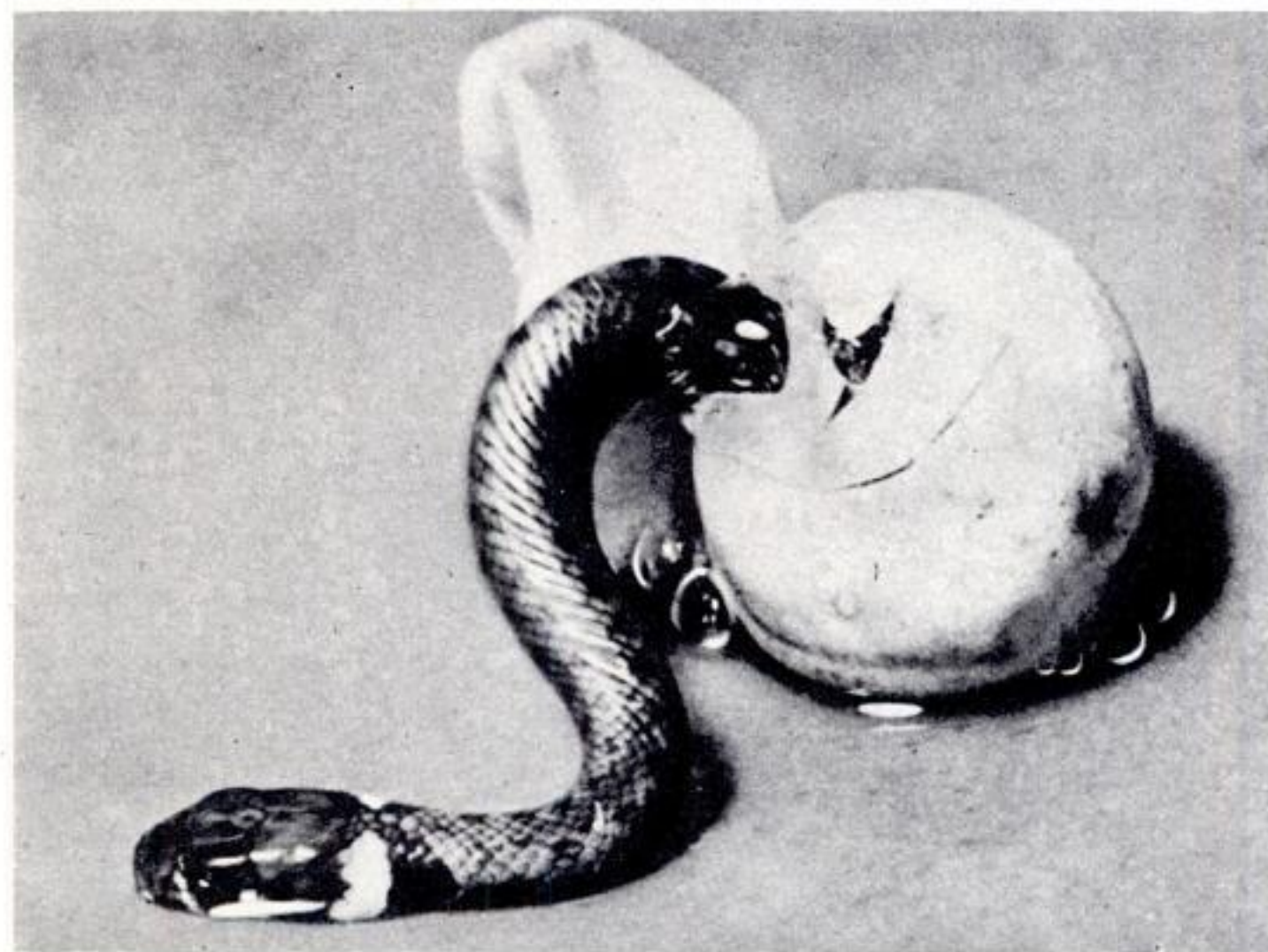
AFTER 60 DAYS THE SNAKE BEGINS TO SLIT SHELL OPEN



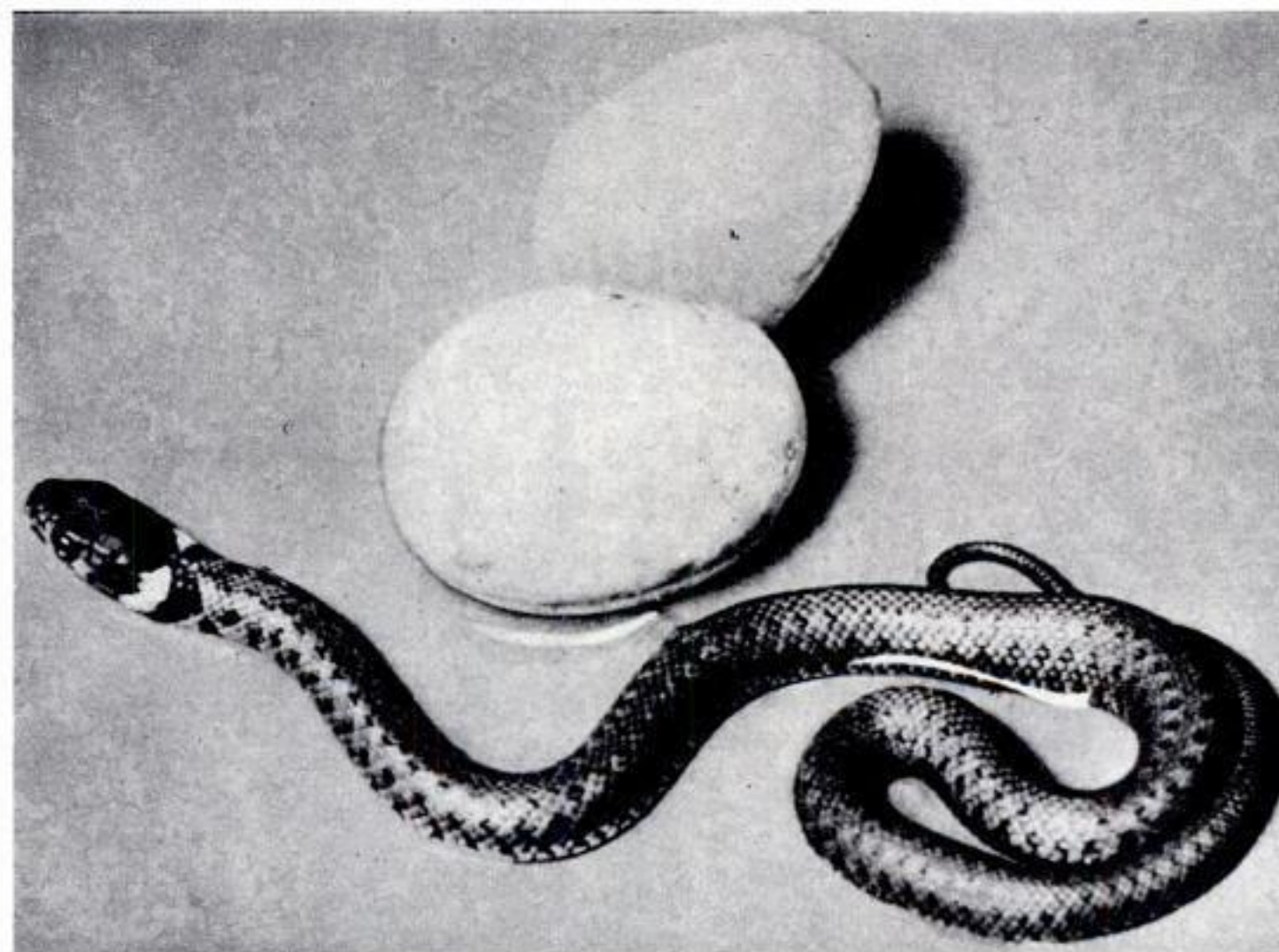
TWO HOURS LATER IT PROTRUDES NOSE, FORCES OUT AIR BUBBLES



AFTER TWO HOURS MORE WRIGGLING, IT PUSHES OUT ENTIRE HEAD



AN HOUR LATER THE SNAKE'S HEAD RESTS ON THE GROUND



AFTER SIX HOURS OF HATCHING, WHOLE SNAKE LIES OUTSIDE EGG



## A TYPHOON WRECKS SHIPS IN

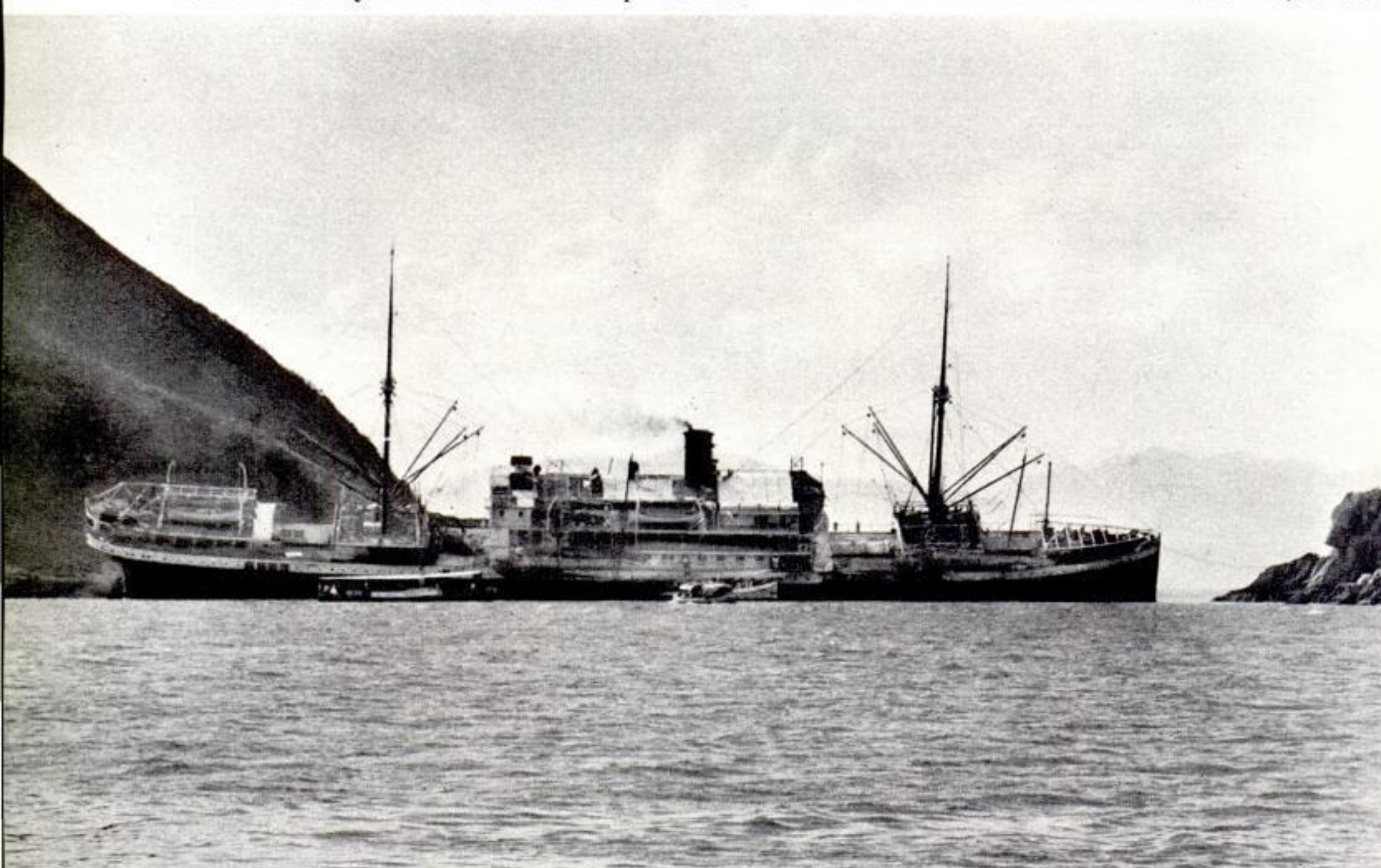
**O**n the evening of Sept. 1, the Observatory at Hong Kong warned ship captains that a typhoon from the Philippines was making straight for the British city on the China coast. Hong Kong's beautiful harbor (*below*) was more crowded than usual because of the Japanese blockade of China. At midnight the typhoon struck, registered 125 m.p.h. on the Observatory instruments before the instruments broke. It screamed across the harbor until early morning, registering as high as 160 m.p.h. on privately-owned anemometers.

The typhoon sank at least 20 ships, lifted ocean liners from their storm moorings and slammed them



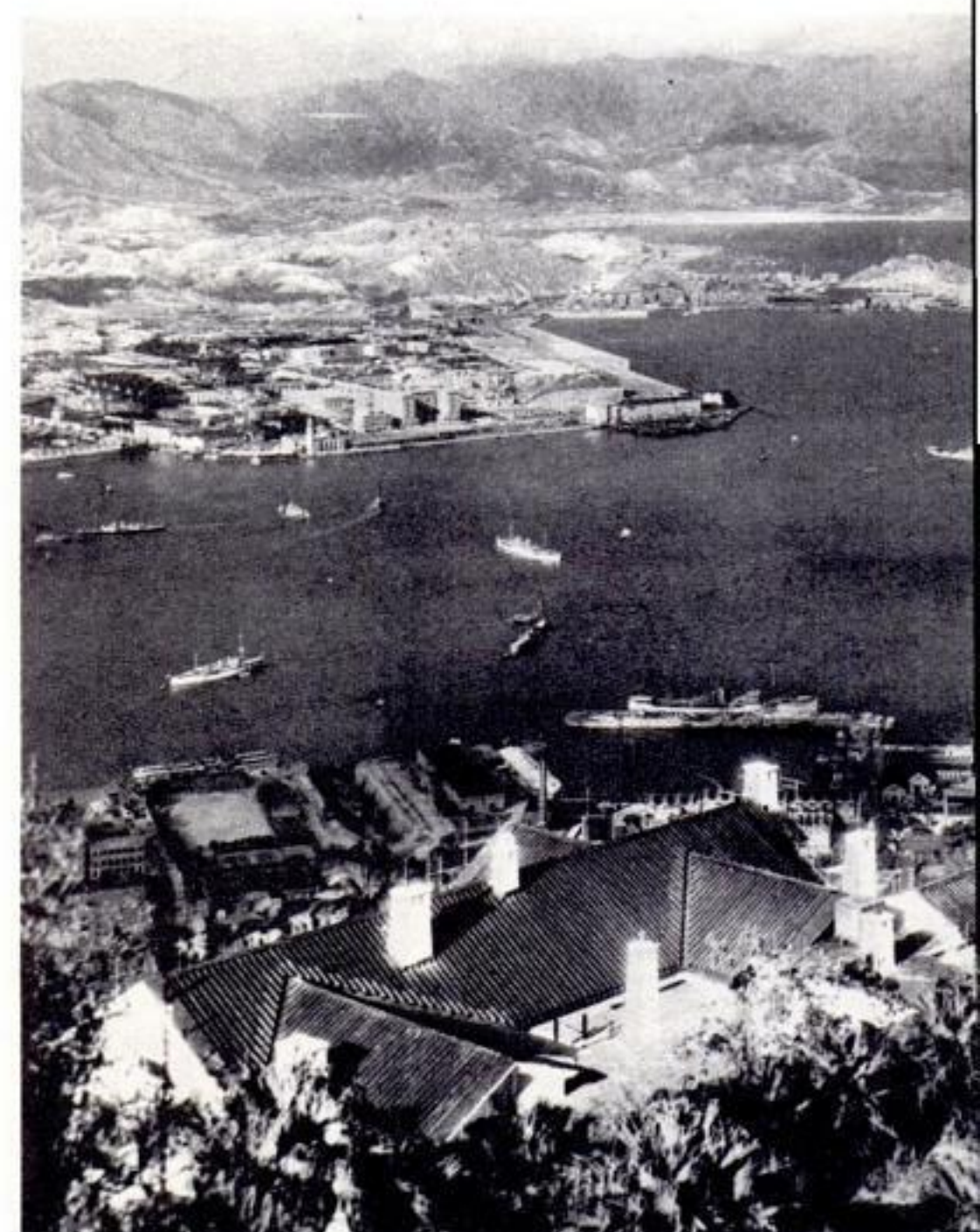
**S. S. An Lee** was torn from her moorings, tossed helplessly against the steel flank of the British cruiser *Suffolk*, bounced back and into the British destroyer *Diamond*, caromed off the British destroyer *Duchess* and wound up stern fore-

most on Hong Kong's waterfront boulevard, the Praya. When she hit the *Suffolk*, three of her crew managed to jump safely from the *An Lee* to the deck of the *Suffolk*. The *An Lee* is a Chinese coastal steamer of 1,600 tons.



**S. S. Van Heutsz** (*above*), a twin-screw Dutch K.P.M. liner of 4,500 tons, carrying 1,200 refugees from the war in Shanghai, had dropped all her anchors outside the western entrance to harbor. The passengers were dramatically rescued

after she blew ashore on Green Island but the *Van Heutsz* was badly hurt. The Japanese 17,000-tonner, *Asama Maru* (*below*), had no passengers aboard when she went aground at the eastern entrance to the harbor, in Saiwan Bay.



**A calm day** in British Hong Kong harbor shows some freighters, a British destroyer and a yacht at anchor. In background is the main-land on whose Kowloon (Nine Dragons) Point are Hong Kong's



**Hong Kong Roads** is one of the world's best harbors. The area shown in this picture is just to the left of the area shown in the picture at top. This anchorage is 40 ft. deep with a good gravel-



# HONG KONG, CHINA'S BEST PORT

against Hong Kong's granite shore. Most of the big ones could be refloated later. But scores of junks, houseboats and steam launches were sunk beyond recovery and hundreds of their Chinese owners drowned. At the height of the storm a block of tenements caught fire, burned out with a roar despite a heavy rain.

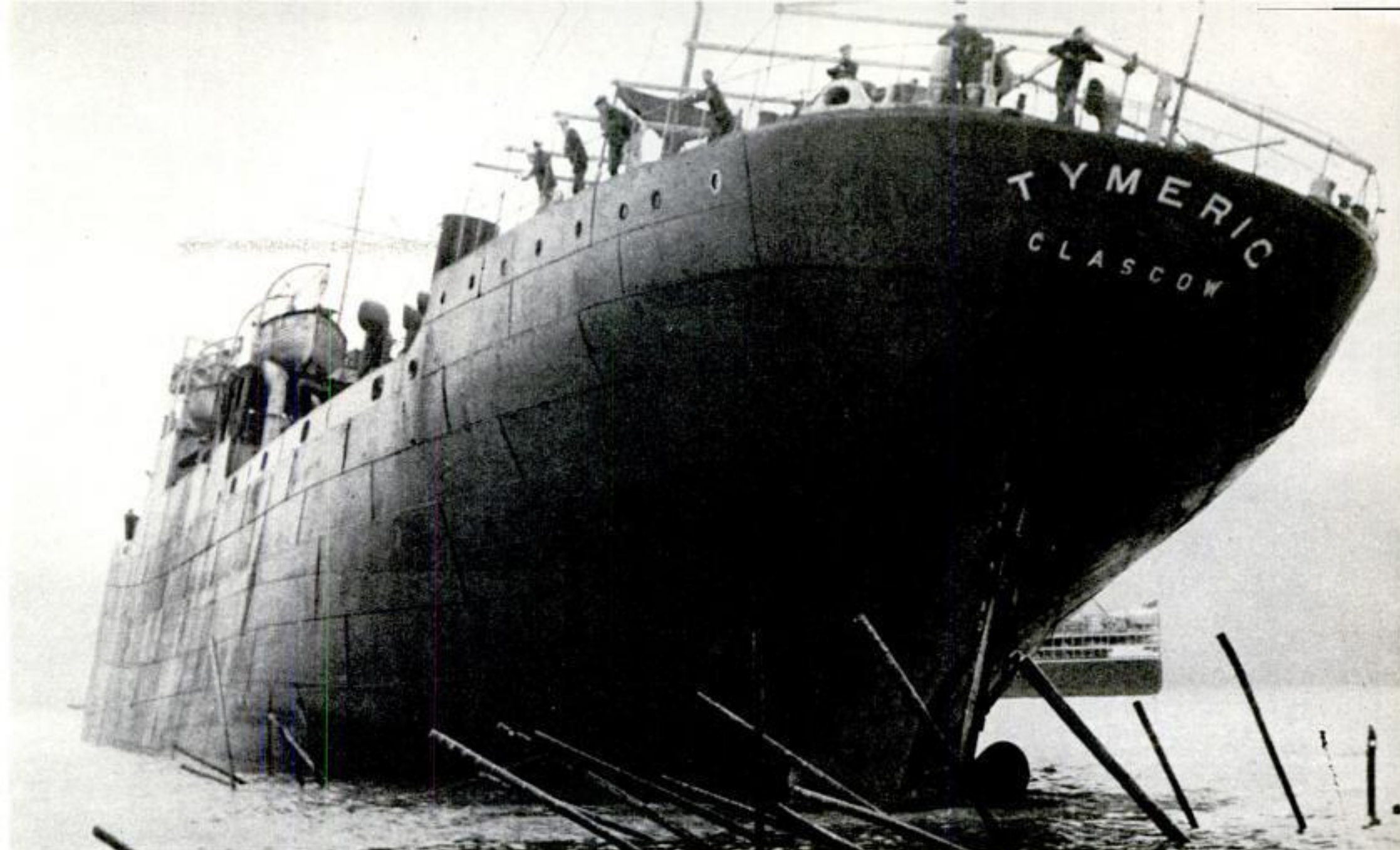
The picture (*below*) looks north from the island of Hong Kong. Its chief city of Victoria runs along the near shore and climbs the side of The Peak, from which the picture is taken. In the background is Kowloon Point on the mainland. Off the left of the picture is the favorite roadstead, shown in the picture at bottom.



overflow hotels. The city of Victoria in foreground is on Hong Kong Island. Here as many as 150,000 people live to the square mile. White men try to live on the slopes or summit of The Peak.

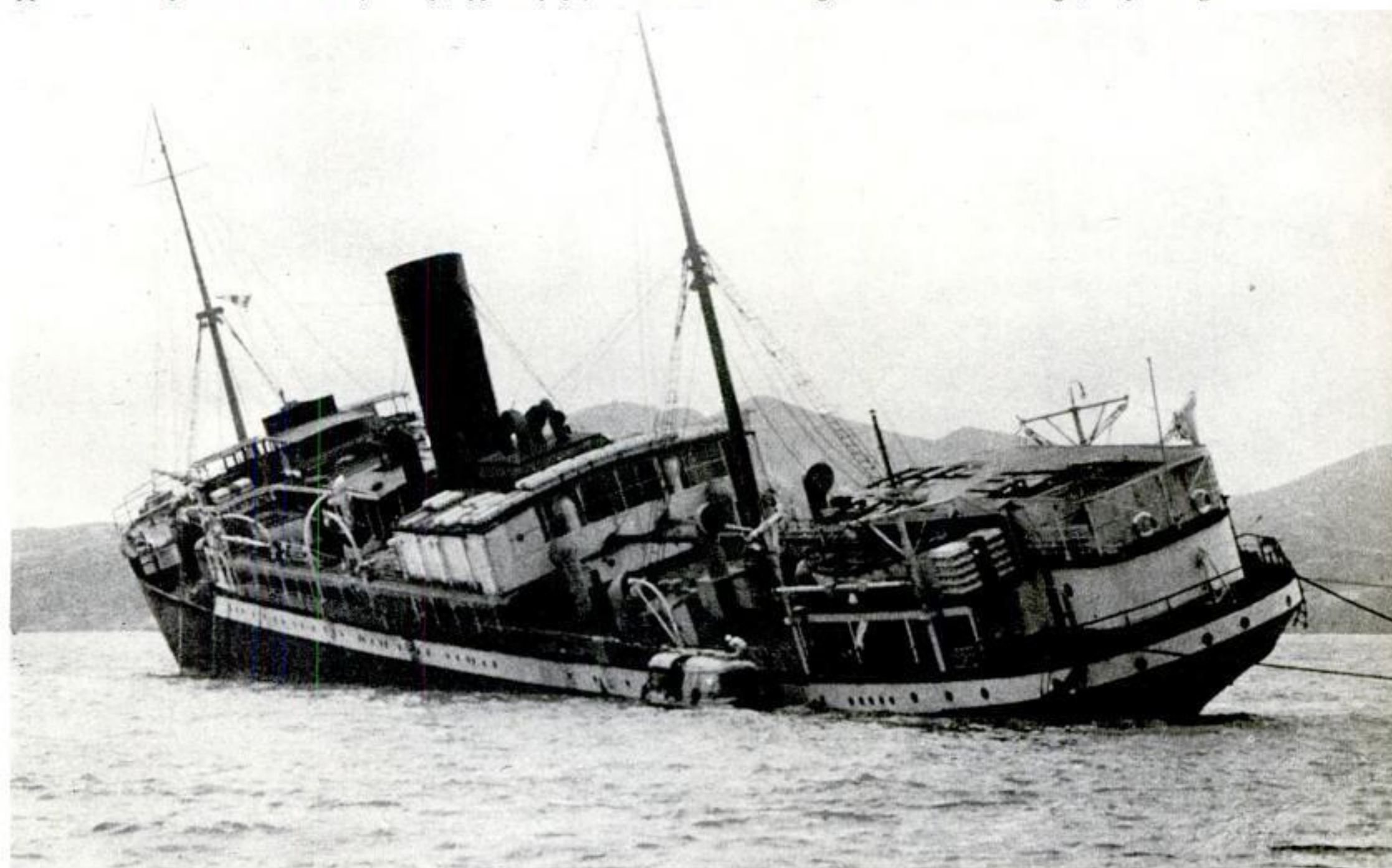


holding bottom. It is protected to the west by Green Island and Kellett Bank, north and south by the granite mountain ranges visible in picture at top. This picture is taken from Victoria's Peak.



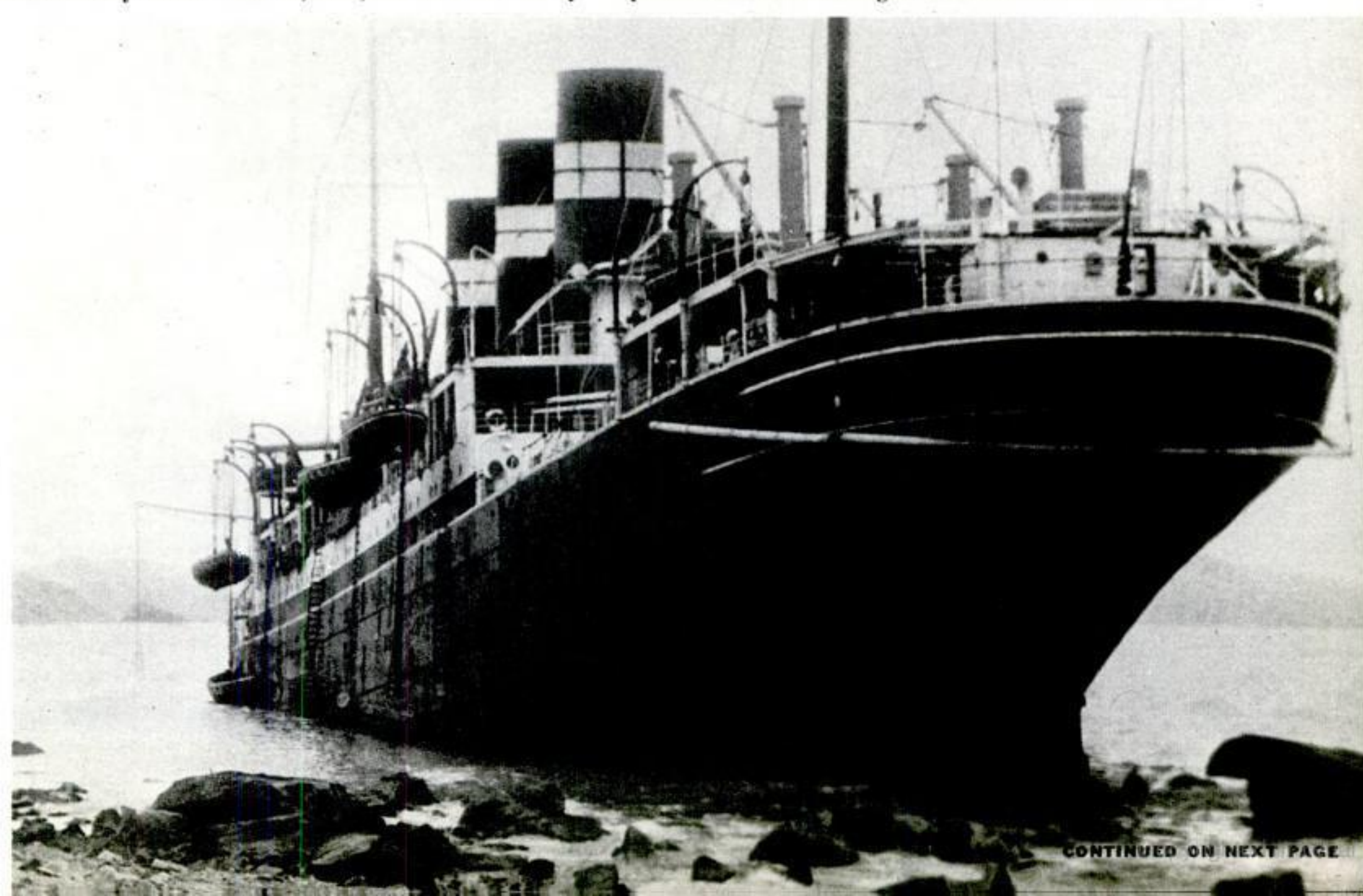
**S. S. Tymeric**, 5,000 tons out of Glasgow, built in Newcastle, ended up like this in Hong Kong harbor, in a nest of mooring piles. Biggest boats manhandled by the typhoon were Japan's *Asama Maru* (*lower left, opposite page*)

and Italy's *Conte Verde*, an 18,000-tonner. Of a different class is the 4,000-ton *Hong Peng* (*below*) which plies up the Chu estuary to Canton. Like the *Tymeric*, it too was built in England—in Middlesbrough, 38 years ago.



**S. S. Hong Peng** (*above*) foundered in Hong Kong Roads against the mainland mountains seen also in the pictures at left. The British India liner *Talamba* (*below*) piled up on the rocky shore. *Talamba*, an 8,000-ton liner built by

Hawthorn, Leslie & Co. of Newcastle in England, broke her moorings at the eastern entrance to Hong Kong harbor and was holed. Notice that three of the lifeboats on the port side have been swung clear and one has been lowered.







**This Chinese died**, not in war but by drowning, when he tried to outswim the Hong Kong typhoon with a life belt. The live Chinese are busy looking for salvage from the storm.



**Wreckage** in such solidly-built Hong Kong business streets as this was superficial. Few ventured out the morning after into this usually busy street, as five inches of overnight rainfall flooded it.

## Hong Kong looks like Chinese war scene when typhoon hits

(continued)

**O**ne Chinese city that has a good chance of being spared in the Sino-Japanese war is the British Crown Colony of Hong Kong. The nearest the war has come has been in Hong Kong Chinese riots against Hong Kong Japanese. Since the nearest great Chinese city, Canton, is 75 miles away, there is no reason for Japanese air bombs to land on Hong Kong. But the typhoon that hit Hong Kong between midnight and dawn, Sept. 2, did more damage than a day of war. *At right*, the framework plastered by the wind against the front of Hong Kong's swank Jockey Club was a temporary shelter for war refugees from Shanghai. They had been evacuated in time. The typhoon blew down old houses, tore off new roofs, bent iron street lamps double, started several landslides from Victoria's mountain peak into its crowded tenement districts. Most of the damage was of a sort easily repaired. With absolute impartiality another typhoon on Sept. 11 struck Japan, destroyed crops and shipping but did not seriously interfere with the war.



**The Central Praya** is Hong Kong's great waterfront boulevard. After the storm it was flooded and strewn with wreckage, not so irreparable as Shanghai's man-made destruction.

**A steam launch sank** next to the O.S.K. (Japan's Osaka Shosen Kaisha) wharf on Hong Kong's Central Praya boulevard. Scores of such improperly-moored boats were left a total loss after the typhoon.





# It's a family affair



ORDER A CASE

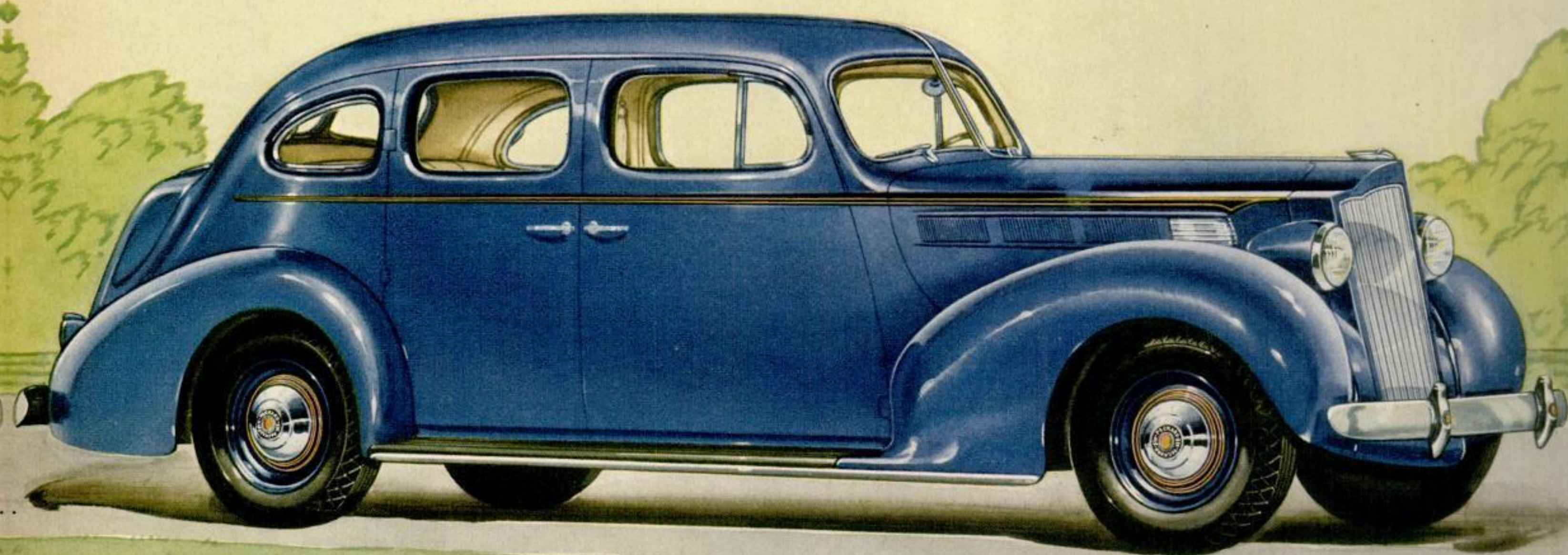


SERVE FROSTY BOTTLES  
FROM YOUR OWN REFRIGERATOR

Happy moments make a happy family. Ice-cold Coca-Cola makes *the pause that refreshes* a happy moment the whole family can share.



# *Announcing the new* 1938 PACKARD SIX



*The Touring Sedan, one of five beautiful Packard Six models for 1938*

## ...and no other 1938 car

**I**NTO the new 1938 Packard Six and Eight have been crowded more really sensational improvements than usually come to light in a five-year period.

Below, in all sincerity, Packard makes you a series of promises that cannot be matched by any other 1938 car, regardless of size or price.

**We promise you** an absolutely new sensation in riding comfort; the *gentlest* ride ever built into a motor car; a ride that actually makes bad roads seem smooth, and smooth roads seem even smoother than they are.

**We promise you** the surest rear-wheel traction ever found in an automobile. The rear wheels

hold the road as if they were grooved there. Your Packard rounds turns as though it were running on rails, like a train. This vastly increased "sure-footedness" is the greatest contribution to safety since the advent of four-wheel brakes.

*NOTE: The foregoing promises are made possible by, not one, but THREE epochal improvements in the rear suspension. Working together, these developments produce advancements in comfort and safety that go far beyond the fondest drafting board dreams.*

**We promise you** that you need lubricate the new Packard Six and Eight chassis *only twice a year*. And there are only 15 points that ever require lubrication.

**We promise you** the first really quiet all-steel body with an all-steel top. Packard has discovered how to eliminate body noises in steel bodies through long and patient research in co-operation with a great University.

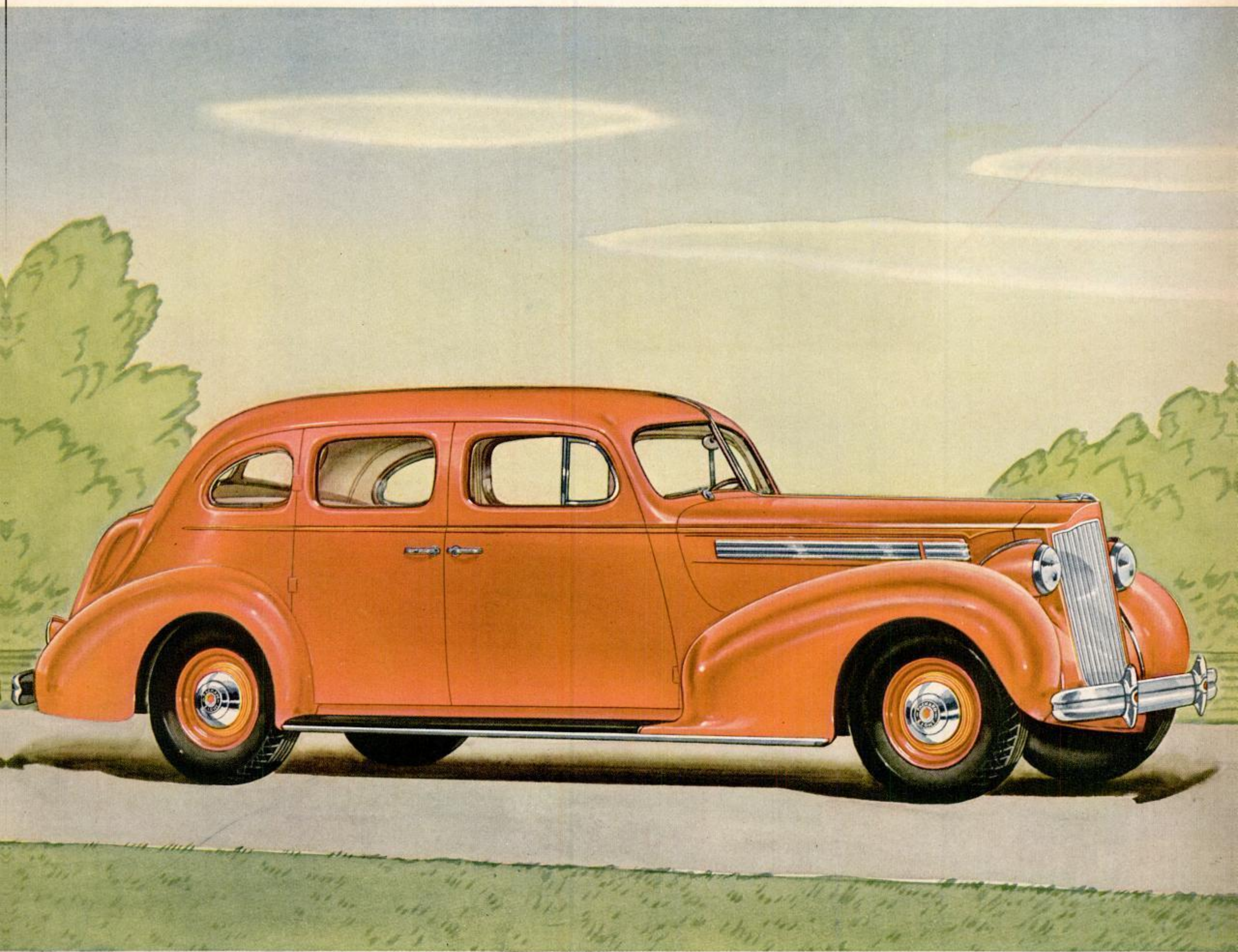
**We promise you** just about the roomiest cars of their respective prices you have ever stepped into. Bodies are far wider. The wheelbase of both the Packard Six and Packard Eight has been increased *seven full inches*. And the enlarged trunks will hold enough luggage to carry you round the world.

**We promise you** two lives—long style life and long mechanical life, *and no other car can*



# *Announcing the new* 1938 PACKARD EIGHT

FORMERLY CALLED THE PACKARD 120



*The Touring Sedan, one of the nine beautiful Packard Eight models for 1938*

## can make all these promises

*make this promise.* This year's Packard lines are more smartly streamlined than ever, although they still preserve their Packard identity, still proclaim your car a Packard, still guard it from early style obsolescence. And Packard's famous long mechanical life has been still further lengthened.

*We promise you* that there is no pride of ownership equal to that of driving the car that bears the most distinguished name in motoring.

*We promise you* that no other cars can equal these new Packards in all-around excellence—an excellence that could only come from 38 years of experience in making the world's finest motor cars.

*We promise* that if you can afford any new

car you can afford a Packard; because, your present car will probably cover the down payment, and convenient monthly terms can be arranged on the balance. And in economy of operation and maintenance these new Packards challenge the *lowest* priced cars.

So far these are only promises. All we ask is the chance to make good on every one of them. Go to your Packard showroom, and drive one of these 1938 Packards. Test it against every promise we have made. Do it as soon as you can—and we promise you the greatest motoring satisfaction you've ever had in your life.

**ASK THE MAN WHO OWNS ONE**

### AND WHAT ABOUT PRICE?

Naturally, you are eager to know how much these new Packards will cost, delivered to your doorstep. May we suggest that you visit your own Packard dealer, who will give you the exact local price on whatever model you are interested in, and show you how easy it is to own one. *This much we can assure you, these new Packards are the greatest dollar value in Packard history.*

Each Tuesday night at 9:30 E.S.T. over the NBC Coast-to-Coast Red Network, Lanny Ross and Charles Butterworth have as their guest one of the topmost stars of radio, stage or screen. Don't miss Packard's big star-studded full hour show.



# Uncle Hank *knows* where his next meal is coming from —

"I DIDN'T know what in the world to give you kids for a wedding present. Happened to be passing a store one day and there in the window saw this Toastmaster Waffle-Baker. 'That,' I said to myself, 'looks like just the present I'm looking for.'"

"Besides," he chuckled around his next bite, "NOW I know where to come for waffles that *are waffles* on a Sunday night, even if you *are* just learning how to cook."

Do YOU know someone who is having a wed-



ding or a birthday or a wedding anniversary? Or some fair co-ed who'd like to break rules and serve a midnight spread of waffles? Then hop along to the nearest store displaying Toastmaster Waffle-Baker. And send one posthaste with your love and esteem. For here's a gift that carries more thoughtfulness with it than you'd find in a month of Sundays, for a modest \$12.50. Don't worry if the lucky girl can cook or not. She CAN with a Toastmaster Waffle-Baker.

All SHE does is mix the batter. This fully automatic waffle-baker does the rest. Plug it in—the red light glows. When it's hot enough to waffle, the red light goes out. Pour in batter. Light flashes on. When the waffle is done to a golden airy tenderness, out goes the light again. That's all—except butter, syrup or honey—with maybe a brace of juicy young pork sausages on the side. Isn't it time you took your wife a present—just on general principles? On sale, with other fine Toastmaster Products, wherever quality appliances are sold.

FREE! "The Party's On"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGrawElectricCompany, ToastmasterProductsDivision, Department 131, Minneapolis, Minnesota



**TOASTMASTER**  
*Waffle Baker*

TOASTMASTER PRODUCTS—Automatic Waffle-Baker, \$12.50; 2-slice fully automatic toaster, \$16.00; with choice of Hospitality Trays, \$19.95 or \$23.50; 1-slice fully automatic toaster, \$10.50; Junior toaster, \$7.50





## MOVIE OF THE WEEK:

# Victoria the Great

A few days before his abdication, Edward VIII concluded that his great-grandmother, Queen Victoria, was too priceless dramatic material to be denied any longer to the British stage and screen. By lifting a ban which would normally have held until the deaths of Victoria's three surviving children, Edward started a dramatic avalanche. *Victoria the Great*, which had its British première on Sept. 16, follows in the wake of *Victoria Regina*, the Broadway hit, which has been playing on the London stage all summer. Early in September, *Victoria the Great* won the top award at the Fifth International Exhibition of Cinematographic Art in Venice.

As the careful, pageant-like biography of a world figure, *Victoria the Great* is a superb job, calculated to delight historians and bind Empire ties. Statesmen talk in their own words and even such trivia as the fact that Victoria washed her spaniel on her Coronation night are grounded on solid historical fact. As a photoplay, *Victoria the Great* is episodic, pedestrian and lacking in either the imperial sweep of *Cavalcade* or the intimate sparkle of *Victoria Regina*. That the picture has entertainment value can be credited to an excellent performance by Anna Neagle as Victoria and to the many scenes which are almost identical with scenes in *Victoria Regina*.



Victoria is awakened early on June 20, 1837, to be told by the Archbishop of Canterbury (left) and the Lord Chamberlain that she, at the age of 18, has become England's Queen.



VICTORIA COMES UPON HER FIRST PRIME MINISTER, LORD MELBOURNE, POSING ON A HOBBY HORSE FOR HIS PORTRAIT BY SIR FRANCIS GRANT

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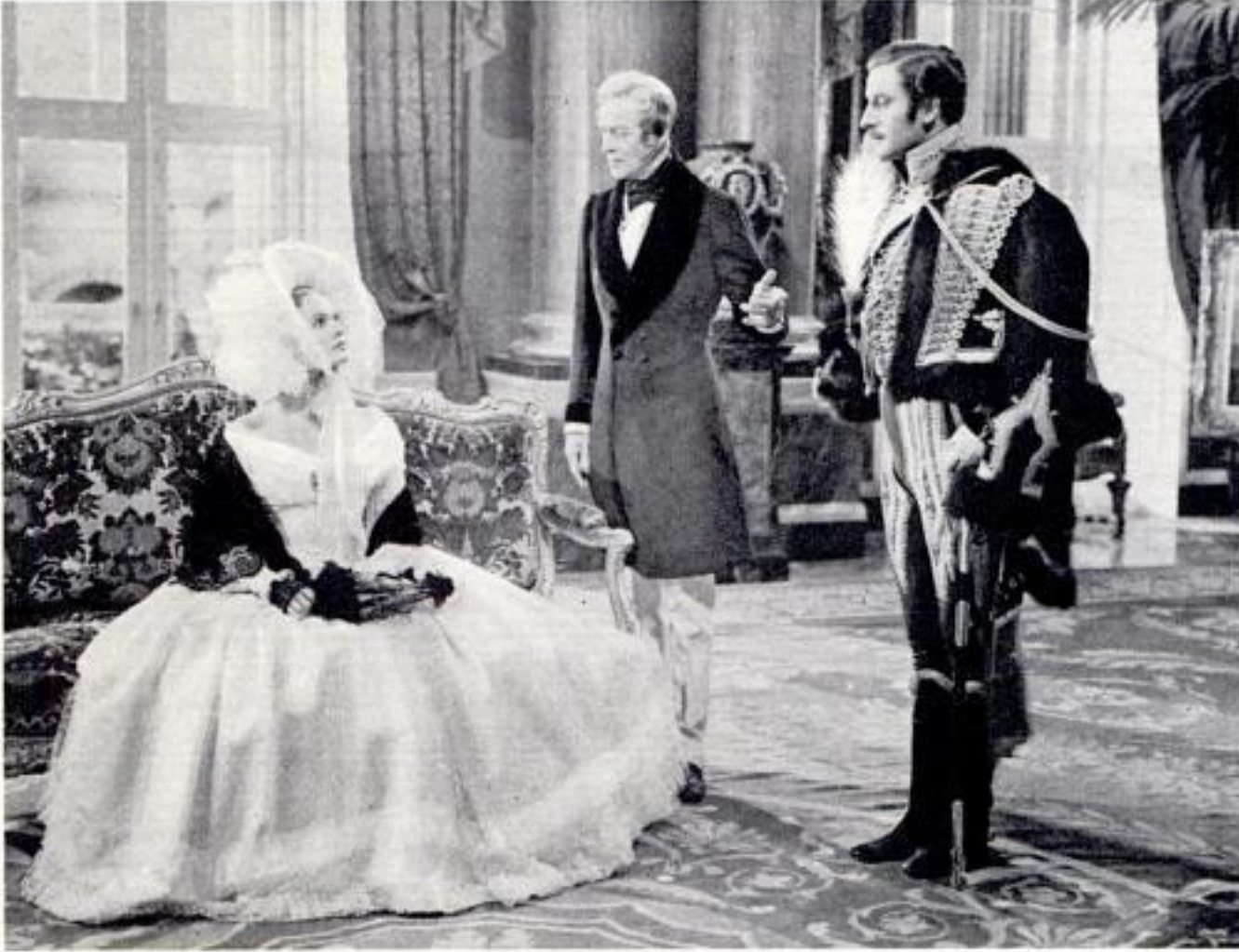




VICTORIA, THE YOUNG QUEEN, AWAITS HER FUTURE HUSBAND, PRINCE ALBERT OF SAXE-COBURG-AND-GOTHA



## The Love Story of Victoria and Albert



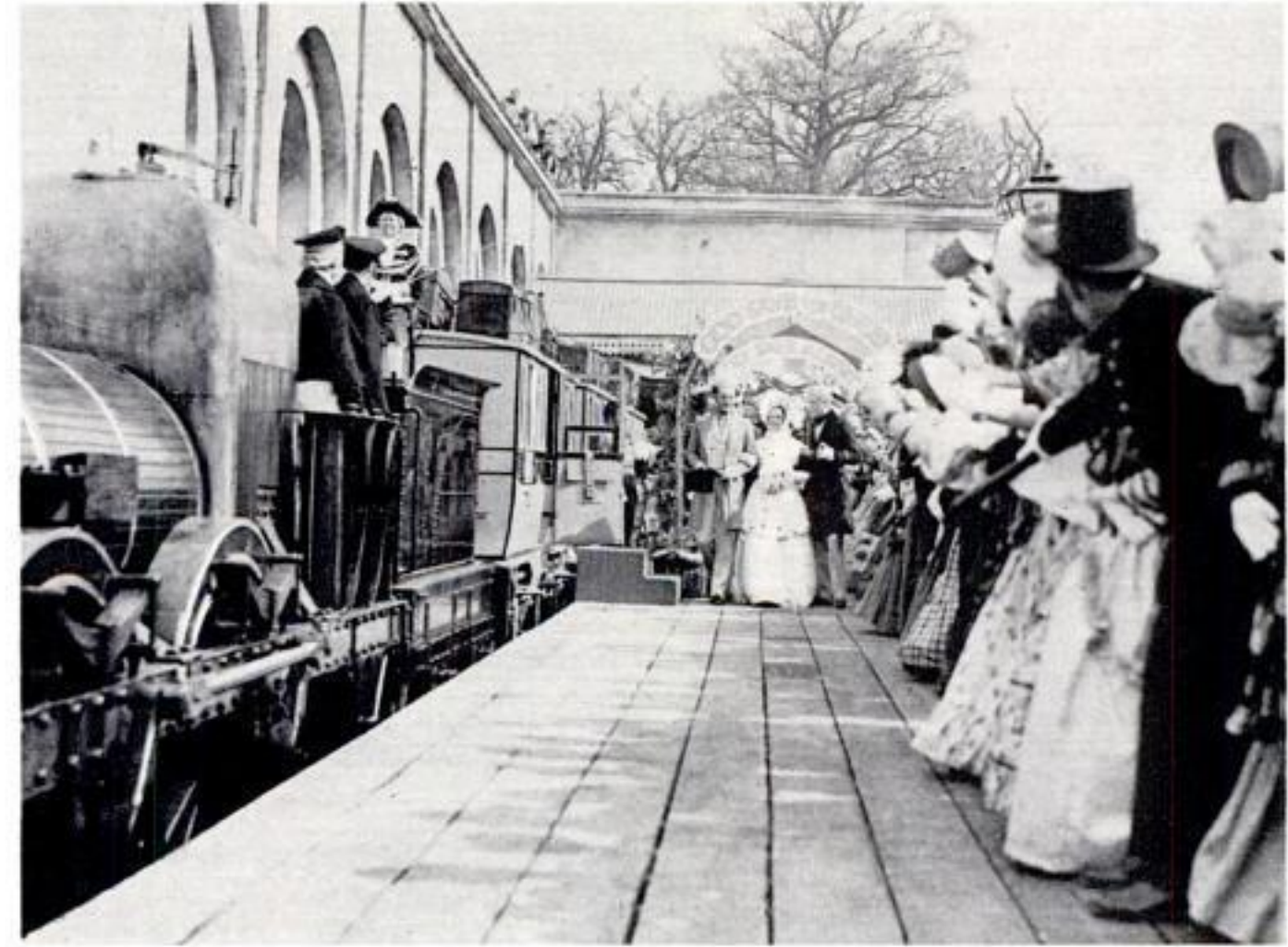
**The meeting of Victoria and Albert** occurs in Buckingham Palace, under the auspices of the Prime Minister, Lord Melbourne. Each is resolved not to like the other.



**"Courage, cousin,"** says Victoria to her shy relative, "I am not going to eat you." Albert (played by Anton Walbrook) perches gingerly on the opposite end of the sofa.



**Romance begins** when Albert moves closer. Since he cannot propose to a queen, Victoria finally has to ask him if he thinks he "would be happy" with her. He does.



**The royal honeymoon** is a trip to Windsor behind an early locomotive, with a coachman atop the first car. The actual wedding train was loaned by the Liverpool Museum.



**Life as a Prince Consort** proves boring. When Victoria refuses him permission to smoke in the palace, Albert makes her jealous by playing for the ladies-in-waiting.



**Albert's death**, hastened by overwork, occurs in 1861. For his 21 years of conscientious effort, he had been chiefly rewarded by attacks on "the meddling foreigner."

CONTINUED ON NEXT PAGE





**Gladstone and the Widow of Windsor:** Albert's death sends Victoria into 13 years of deep retirement, passed mostly at Windsor Castle. Once Gladstone, the Prime Minister, comes to warn her, in florid Gladstonian periods, that the people want a more active Queen. "Mr. Gladstone," replies Victoria, "do not address me as if I were a public meeting."

**Disraeli and the Queen-Empress:** In her old age, Victoria emerges from retirement, a kindly grandmother who immediately wins back the hearts of her people. On April 28, 1876, her favorite Prime Minister, Disraeli, proclaims her Empress of India (below). Anna Neagle has not aged as convincingly for this scene as Helen Hayes did on the New York stage.





**Sleeping under a Kenwood**

*is night life at its best*



IF YOU would wake up clear-eyed every morning, sleep under a Kenwood Famous Blanket. Big, buoyant, and beautiful, it wraps you for the night in the comfort of its soothing folds. Its gentle warmth surrounds you, lulls you to deep, relaxing rest.

There is no other blanket like the Kenwood Famous. The special formula of its making has never changed. More than a million homes now know the luxury of its sleeping comfort. Only the colors are new each season, to match the draperies, walls, and rugs of the modern bedroom. This year you have your choice of thirteen pastel shades and rich dark tones—and white. The binding is a new, long-wearing, lustrous 5-inch striped satin ribbon.

The Kenwood Famous and other Kenwood Blankets and Throws, in a wide range of prices and colors, also Kenwood Baby Blankets and women's and children's bathrobes, are sold by leading stores from coast to coast.

Copyright, 1937, by F. C. Huyck & Sons



*This label is the mark of quality on men's, women's, and children's clothing, and on blankets, bathrobes, and bathroom rugs.*



**SQUEEZE IT!** A Kenwood Famous has a feeling of fullness in the hand—proof it is made only of springy live new wools. This is one secret of its warmth and lasting loveliness.



**STRETCH IT!** Press your finger against the fabric from beneath. The strong firm weave holds the nap securely, insures warmth and beauty through years of satisfying service.



**TUCK IT 'WAY IN UNDER!** Every big, beautiful Kenwood Famous Blanket is seven and a half feet long—six inches longer than most blankets, for extra sleeping comfort.

**This Book FREE!**

Tells and shows how to choose and care for blankets. Gives correct sizes, colors, types for your bedrooms. Send coupon, letter, or postal.



Kenwood Mills, Dept. K-11  
Empire State Bldg., New York, N. Y.

Please send me "What You Should Know About Blankets—Their Selection and Care."

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**KENWOOD** *all-wool* **BLANKETS**



# HOW YOU CAN SAVE MONEY ON HOME HEATING

## SEE CHRYSLER'S AIRTEMP



### 1 CHRYSLER'S AIRTEMP WINTER AIR CONDITIONER

- 1 AUTOMATIC HUMIDIFIER adds the correct amount of moisture to the air for better health... for greater comfort!
- 2 OVERSIZE FILTERS remove dirt, soot, pollen from the air.
- 3 EXTRA-SURFACE HEAT CHAMBERS extract *all* the heat from *all* the fuel. You save money.
- 4 SUSPENDED FIRE BOX of stainless steel permits air to flow under the box as well as on the sides. More *direct* heating surface...greater fuel economy.
- 5 AIRTEMP'S ECONOMY OIL BURNER...produces the most dependable kind of heat at the lowest possible cost.



- 6 BIG FAN handles large volume of air. Dynamically balanced by electric eye at factory. Utterly quiet.
- 7 ALL SHEET METAL SURFACES "BONDERIZED"—the same exclusive, patented process used to prevent rusting of automobile finishes.
- 8 HEAVY, ONE-PIECE STEEL BASE prevents heat loss... eliminates need of special foundation. You save money.

*Building?  
Remodeling?  
Replacing?*

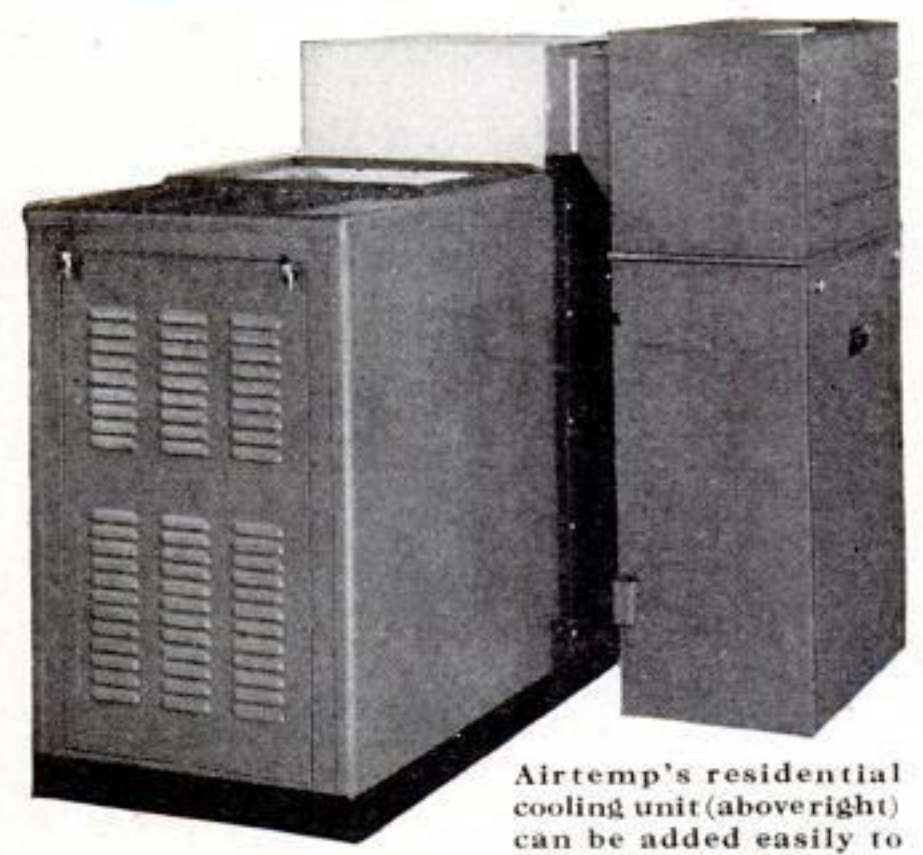
**YOUR AIRTEMP DEALER HAS THE ANSWER TO YOUR HOME-HEATING AND AIR-CONDITIONING PROBLEM!**

### HERE'S TRUE WINTER AIR CONDITIONING AT THE COST OF HEATING ALONE!

A FURNACE ONLY HEATS; but Airtemp's Winter Air Conditioner heats, filters, circulates and humidifies the air... *at the cost of heating alone!*

With Chrysler's Airtemp Winter Air Conditioner, your home is kept warm, comfortable, healthful. You get amazing fuel economy. You're relieved of all furnace worries. This great unit is entirely automatic!

Available in oil and gas burning models...in sizes to fit all types of homes. Get complete information on Airtemp's Winter Air Conditioner...the last word in heating and air conditioning equipment. Mail coupon today!



Airtemp's residential cooling unit (aboveright) can be added easily to Winter Air Conditioner.

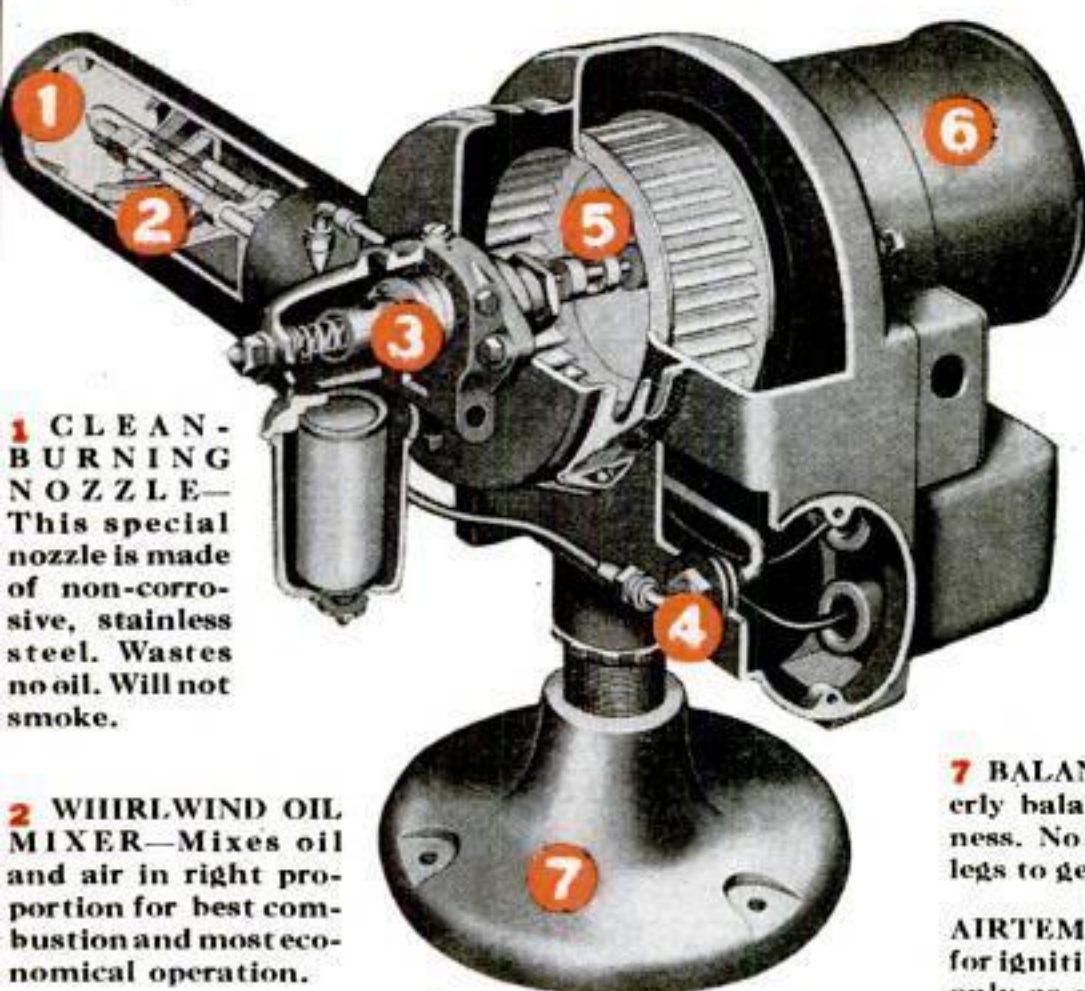
# CHRYSLER'S AIRTEMP



# G..AIR CONDITIONING

## COMPLETE, MODERN LINE BEFORE YOU BUY!

### 2 CHRYSLER'S AIRTEMP ECONOMY OIL BURNER



**1 CLEAN-BURNING NOZZLE**—This special nozzle is made of non-corrosive, stainless steel. Wastes no oil. Will not smoke.

**2 WHIRLWIND OIL MIXER**—Mixes oil and air in right proportion for best combustion and most economical operation.

**3 AUTOMATIC NO-WASTE CARBURETOR**—Prevents wasteful "after-drip" at nozzle when burner shuts off.

**4 FOCUSED FLAME**—Makes it possible to adjust the flame of an Airtemp Economy Oil Burner to fit various sizes and shapes of fire boxes. No overheating or underheating. Saves on fuel.

**5 LONG-LIFE DUPRENE COUPLING**—Eliminates wear on pump and motor. Assures long, dependable performance.

**6 OVERSIZED MOTOR**—Totally enclosed. Costs no more to run. Operates with greater dependability and smoothness even under heavy load conditions.

**7 BALANCED BASE**—Heavy enough to properly balance weight above it. No top-heaviness. No vibration to cause costly wear. No legs to get loose or out of line.

**AIRTEMP POWER-SAVER**—Electric current for igniting the oil is turned on automatically only as needed...no power waste.

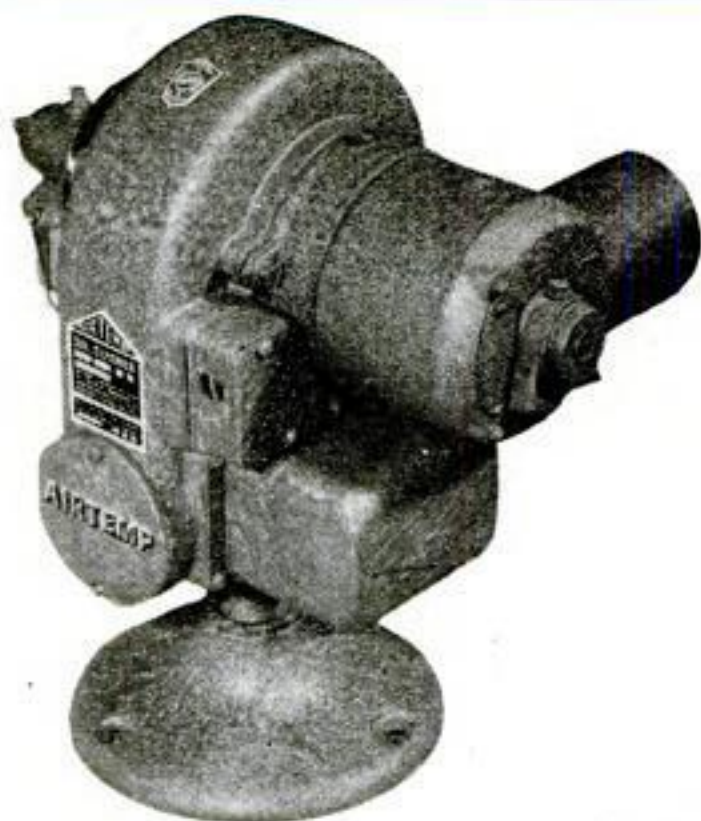
**DEPENDABILITY**—No complicated mechanism. Motor, fan and pump operate on one shaft. The simplicity that means long life also contributes to Airtemp's unusual economy.

### COMPARE THIS MONEY-SAVING AIRTEMP OIL BURNER WITH ANY OTHER ON THE MARKET!

**H**AVE YOU READ the extra dependability and economy features listed above? Now look at the picture on the right.

See how solidly and compactly this Airtemp Oil burner is built. It occupies small space. All working parts are completely enclosed...fully protected!

This unit is designed for use in new or existing homes. Ideally suited for converting old-fashioned heating equipment.



## REMEMBER...AIRTEMP PRODUCTS ARE BACKED BY CHRYSLER ENGINEERING

# HOME HEATING AND AIR CONDITIONING

### 3 CHRYSLER'S AIRTEMP ECONOMY BOILER

#### MONEY-SAVING FEATURES!

**1 SPECIAL "ISLAND" COMBUSTION CHAMBER**—completely surrounded by water. Increases heating surface.

**2 HEAT ECONOMIZERS**—Special vertical and horizontal flue passages extract last usable heat unit from fuel.

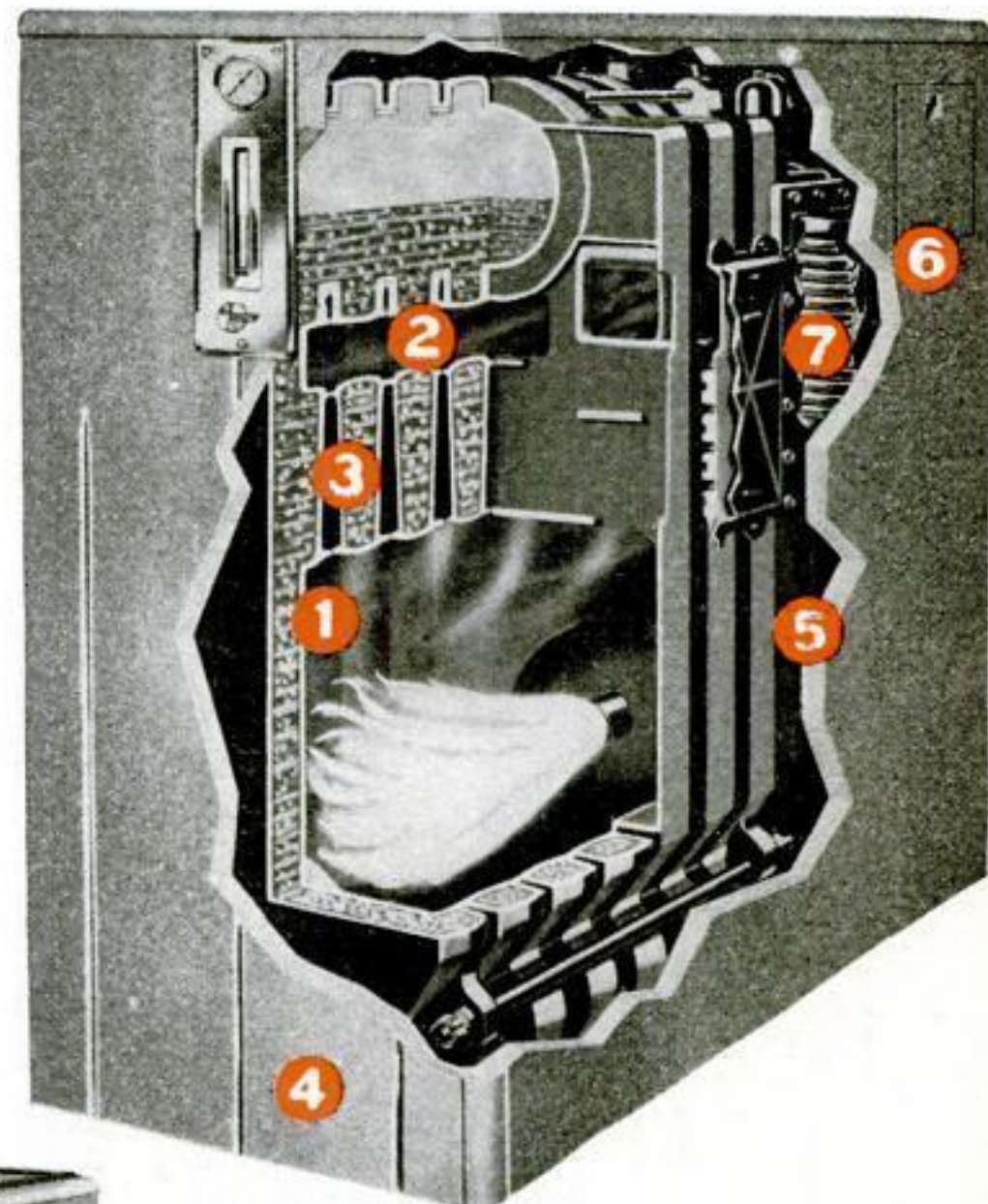
**3 QUICK-HEAT WATER PASSAGES** conserve fuel...heat in a jiffy.

**4 BOILER AND BURNER COMPLETELY ENCLOSED** in an attractive, heavy steel cabinet.

**5 SPECIAL LINING** of heavy asbestos prevents loss of heat.

**6 SEALED DOORS AND SECTIONS** assure airtight construction for utmost dependability and economy.

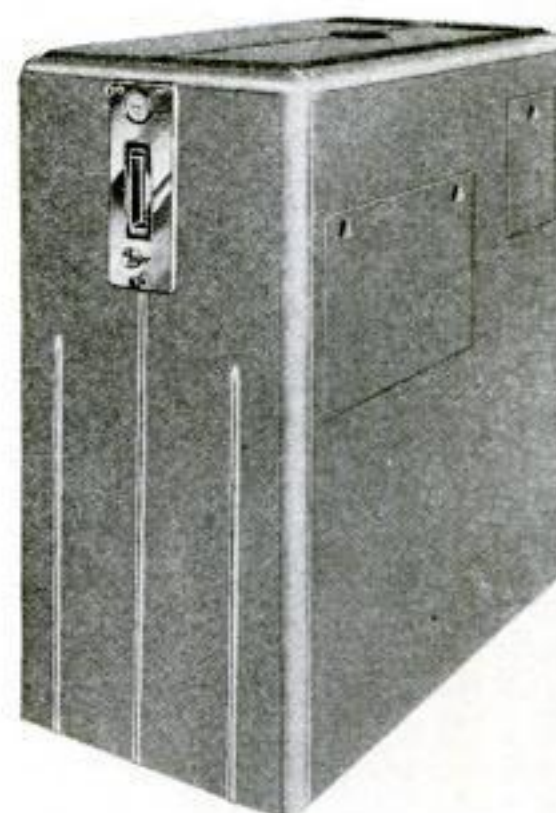
**7 BUILT-IN HOT WATER COIL**. Plenty of hot water...the year round.



### MODELS TO MEET EVERY DOMESTIC HEATING NEED!

**O**IL AND GAS burning models of Airtemp Economy Boiler are now available for water, vapor and steam heating systems.

Equipped with Airtemp's Economy Oil Burner or Airtemp's Radiant Gas Burner. Wide range of sizes. Mail coupon for details.



**SPLITSYSTEMS**—Airtemp's Oil Burning and Gas Burning Boilers are especially designed for optional use with indirect air conditioners in split system application!

## BUDGET PAYMENT PLAN!

Easy terms arranged—ask your Airtemp dealer

### MAIL THIS MONEY-SAVING COUPON TODAY!

AIRTEMP, INCORPORATED, DAYTON, OHIO

Gentlemen: Please send me the details on (check which)

(Dept. L-10-4)

- ☐ Airtemp's Oil Burner  
☐ Airtemp's ( ) Oil ( ) Gas Burning Boiler  
☐ Airtemp's ( ) Winter ( ) Summer ( ) Year-Round Air Conditioning.

Name \_\_\_\_\_

Address \_\_\_\_\_



# Delco Advances Automatic Heating!

## CHOOSE THE TYPE OF DELCO AUTOMATIC HEAT YOU NEED



### The Delco Oil Burner

Converts hand-fired furnaces into automatic heat. The new Rotopower Unit and Thin-Mix Fuel Control gives longer life, more dependability and greater economy than ever before.



### The Delco Automatic Furnace for Radiator Systems

A complete automatic heating plant equipped with exclusive Im-Pak-Tor fin construction that absorbs more heat. Popular oil-fired model has advantages of Rotopower Unit. Gas-fired models use the faster, more radiant Delco Luminous Gas Flame.



### The Delco Conditionair — for True Winter Air Conditioning

Automatically and economically warms, humidifies, circulates and filters air in your home. Exclusive Multi-Path construction splits the air into thin streams that are quickly heated. Also available for gas heat.



### The Delco Automatic Water Heater

Furnishes abundance of piping hot water. No soot deposit to cut efficiency. No bothersome operating noises. Long-life tank treated against corrosion assures durability. Heated economically by oil or gas.

### COOLING PRODUCTS, TOO

A complete line of air conditioning products, varying in size from the economical Room Cooler for single rooms to giant equipment for cooling stores, theatres and buildings. Efficient—dependable.

**EASY TERMS**—Convenient payments suited to your pocketbook.



### HERE'S THE WORKS!

A single moving unit turns — and you have low-cost, dependable Automatic Heat for years to come. That's the Delco Rotopower Unit — an exclusive feature of Delco Oil Heating equipment.

## The *New* Rotopower Unit

### and Thin-Mix Fuel Control

## Brings 3-Way Saving in Oil Heating... Saves Fuel, Saves Power, Saves Upkeep

The year's big news in Automatic Heating is the new Delco Rotopower Unit! This simple compact mechanism is one of the biggest improvements ever made in oil-heating economy, long-life and dependability. It's an *exclusive development* of Delco-Frigidaire — the air conditioning division of General Motors.

Simplicity is the keynote of the Rotopower Unit. Once and for all, it eliminates all belts, pulleys, gears and couplings. It operates as a single unit — balances the flow of oil and air for most

efficient burning — regulates power — produces the ideal mixture of 19 parts air to only one part oil. *One look* at the Rotopower Unit will convince you of the big difference it makes in modern Oil Heating.

### In every type of Delco Oil Equipment

This new unit is now available in the most popular models of all types of Delco Automatic Oil Heating equipment. It's the very heart of the fast-selling Delco

Oil Burner — which converts hand-fired furnaces or boilers into truly Automatic heating plants. The Delco Oil Furnace for radiator systems is also equipped with the Rotopower Unit. And it's built into the famous Delco Conditionair — the winter air conditioner that revises all standards of modern heating comfort.

Your nearest Delco-Frigidaire Dealer will help you select the type of Automatic Heating best suited for your needs. Or mail the coupon below for complete information.

**Delco Equipment also available for  
Gas Heat, using the faster, more  
radiant Delco Luminous Flame.**

*It Pays to Talk to*

# DELCO-FRIGIDAIRE

The Air Conditioning Division of General Motors

### GET THE FACTS

Delco-Frigidaire Conditioning Division  
General Motors Sales Corp.  
Dayton, Ohio — Dept. L104

Please send me immediately complete information about the ( ) Delco Oil Burner. ( ) The Delco Oil Furnace. ( ) The Delco Conditionair. ( ) Delco Water Heater. ( ) Frigidaire Air Conditioning.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

AUTOMATIC HEATING, COOLING AND CONDITIONING OF AIR

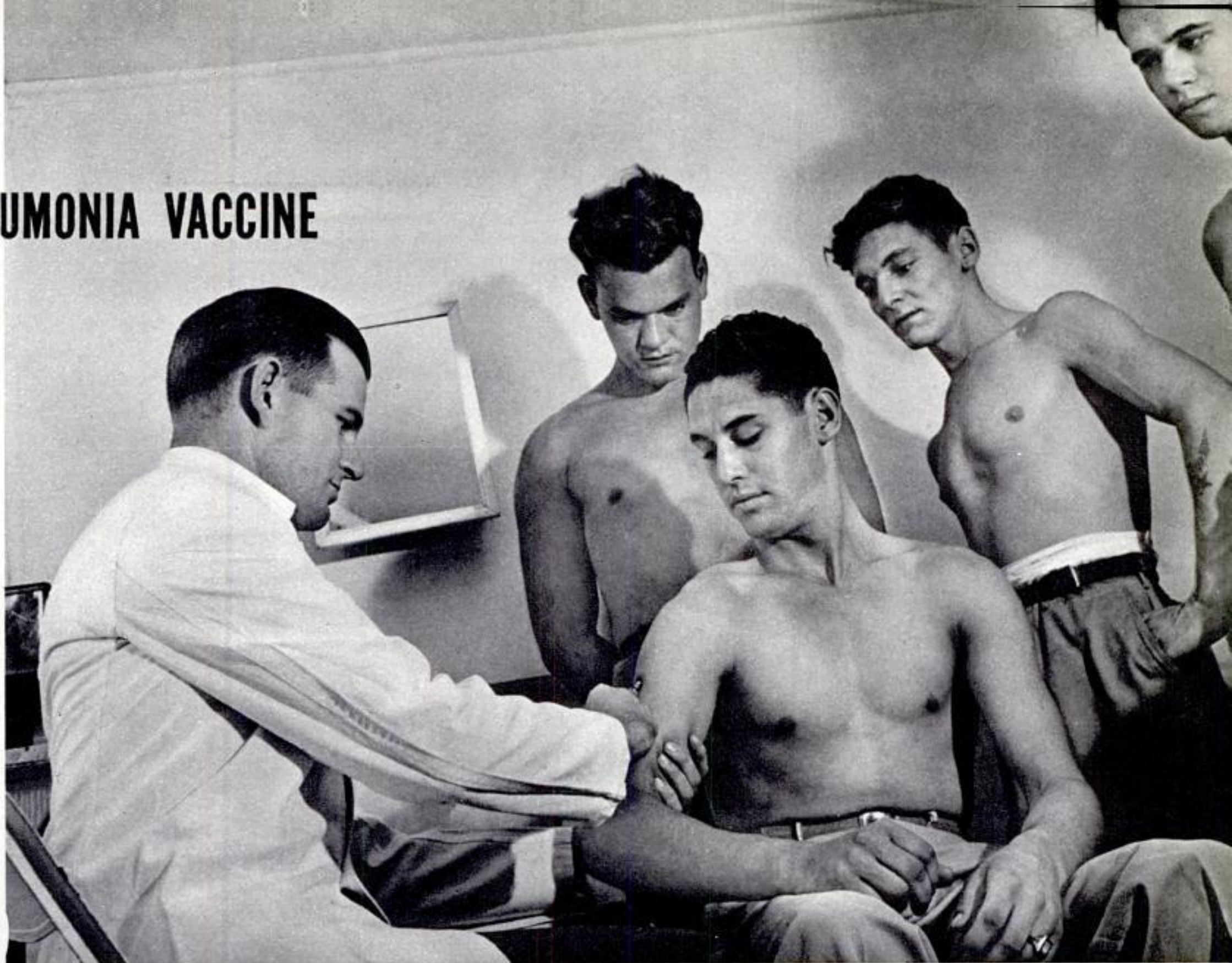


## SCIENCE &amp; INDUSTRY

## 300,000 CCC BOYS GET PNEUMONIA VACCINE

Every year 100,000 people in the U. S. die of pneumonia. Of the 32 different types of pneumonia germ, Types I and II cause more than half of these deaths. To curb this toll has long been the aim of stocky, gray-haired Dr. Lloyd Derr Felton of Johns Hopkins Medical School. He has now developed a vaccine which he hopes will prevent pneumonia caused by Type I and II microbes. Mass test of his product occurs this month when all 300,000 Civilian Conservation Corps boys who do not object will receive inoculations. Average anticipated results if all CCC boys are treated: 300 cases of pneumonia where there are now 600; 10 deaths where there are now 55.

For the past two months chemists and bacteriologists at the Army Medical School, Washington, D.C., have worked day and night preparing Dr. Felton's vaccine. In sterilized glass cubicles they developed cultures of the antibodies which will kill the pneumococci. The solution will cost the Government 5c per injection, will cost civilians \$1 a shot.



These husky CCC youths at Rosslyn, Va., are among the first to be treated. Here Dr. James S. Dryden, U.S.A., injects the one-half cubic centimeter of vaccine into Albert

Mann's arm. Unlike a typhoid inoculation, the pneumonia vaccine requires only one injection, causes no painful after-effects, hence will probably prove more popular.



1 To make vaccine, bacteriologist transfers pneumococci from the small sealed flask to the test tube containing rabbit's red blood cells, horse serum and beef broth.



2 In the glass inoculation cubicle the operators wear sterile robes and caps, discard all their other clothing to avoid adulterating the precious pneumonia culture.



3 The large bottles, marked "beef broth," will soon be swarming with germs when the pneumonia-bearing contents of the smaller flasks are transferred to them.

The successive changes from one culture solution to another make the germs multiply rapidly, build up their resistance so they do not die when kept outside of living matter.



4 A masked bacteriologist carries the culture, which is now in liter bottles, from the glass inoculation cubicle to a cabinet where it is stored for a short while.

CONTINUED ON NEXT PAGE



# SAVE YOUR THROAT!



## GET HOLD OF KOOLS

They're soothing to your throat. Smoke 'em pack after pack . . . or as a change-off brand . . . the menthol adds a grand, refreshing flavor, yet it's so mild it never spoils the full-bodied tobacco goodness of this fine Turkish-Domestic blend. Get hold of KOOLS . . . and save those coupons . . . good in the United States for a choice of several dozen useful, handsome premiums. Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.

TUNE IN Tommy Dorsey's Orchestra, NBC Blue Network, Fridays 10 P. M., E. S. T.

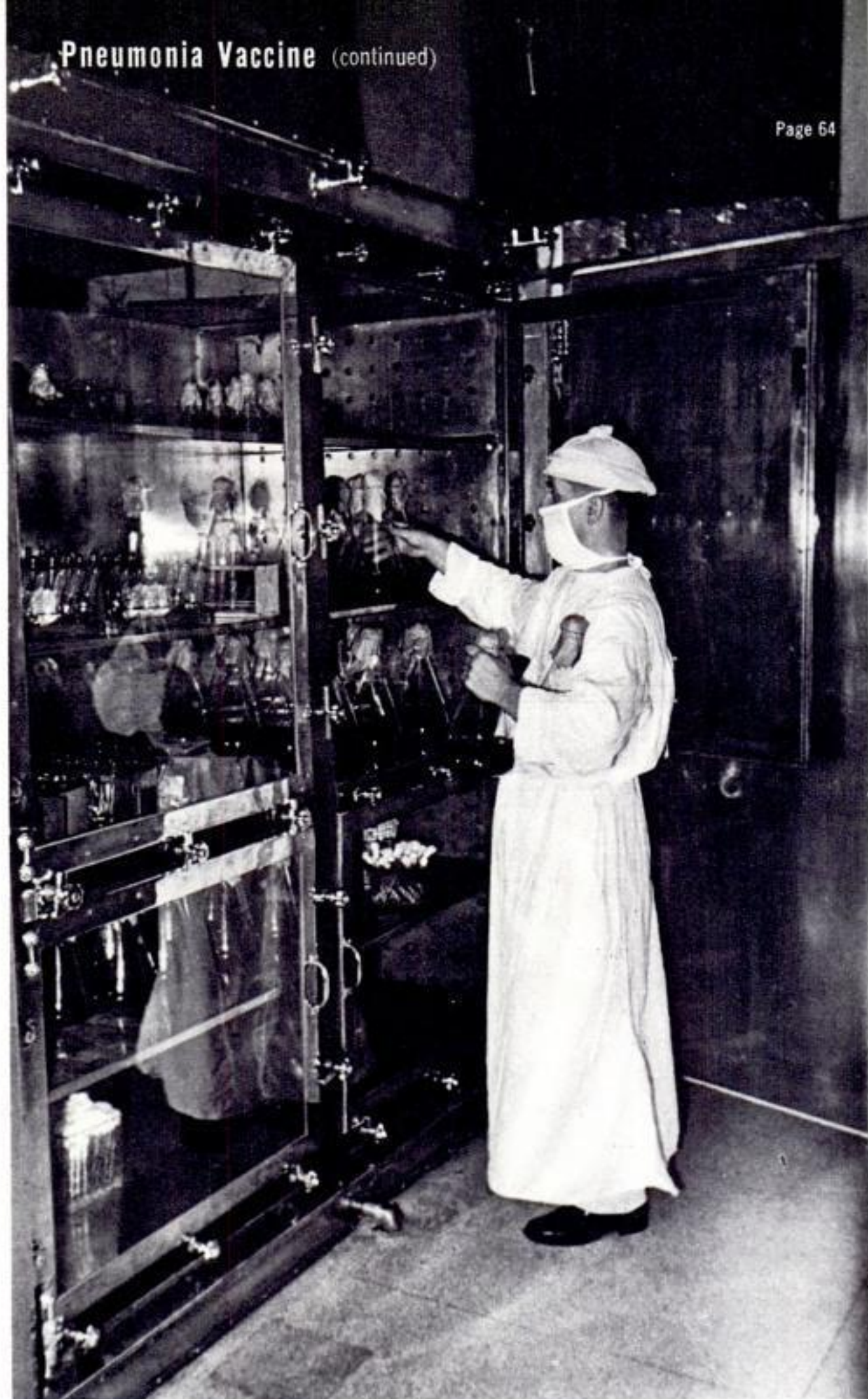


SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS



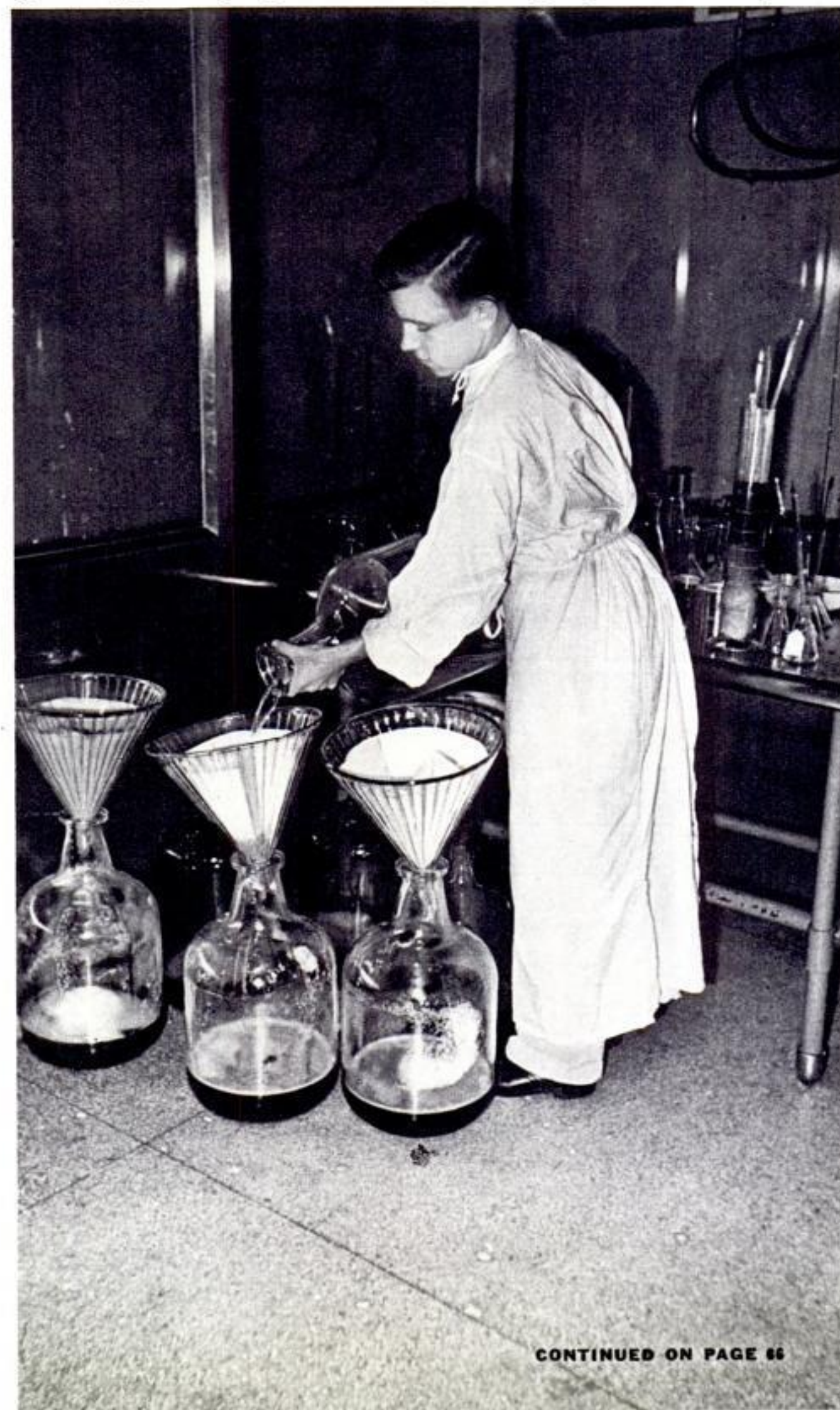
Detecto Scale—White, bathroom-type. FREE. Write for illustrated 32-page Parker Pen and Pencil Set—Colors: Rotary dial. Guaranteed. 375 coupons B & W premium booklet, No. 14 gray, green or burgundy. 250 coupons

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



5 The solution is stored in this cabinet from six to eight hours after a small amount of glucose has been added to accelerate the growth of the culture.

6 The solution is filtered three or four days later. All that remains on the filter paper is a precipitate containing calcium phosphate and the organisms.





*You shave again or... I don't go!*



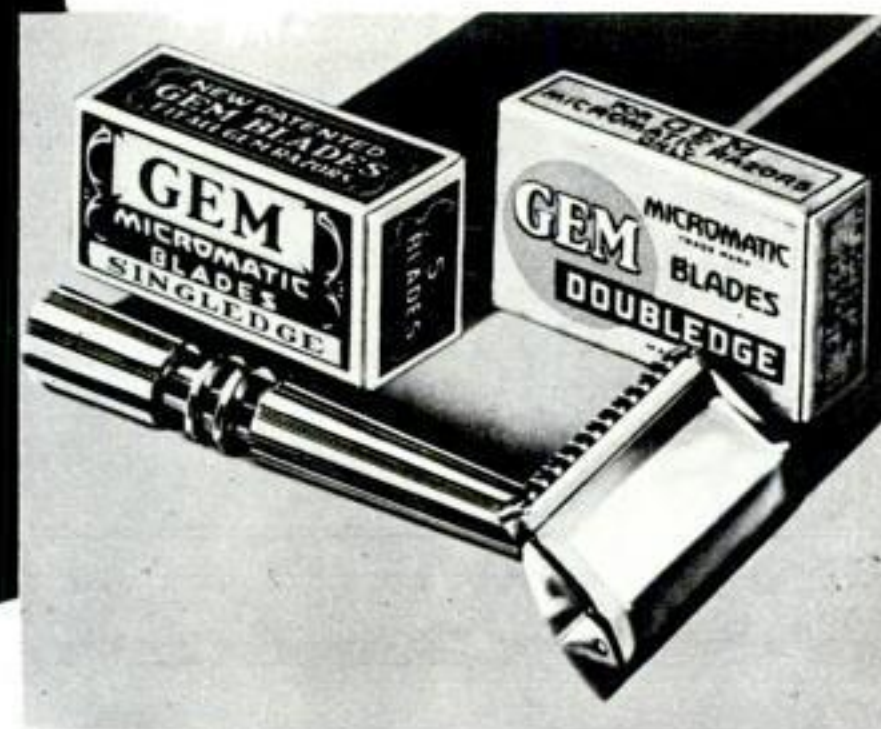
**DON'T LET**  
**"5 O'clock Shadow"**  
**SPOIL YOUR EVENING...AND HERS**



Avoid "5 O'clock Shadow"—that premature beard growth which crops up at 5 P. M. because inefficient shaving instruments have merely "topped" your beard.

Stay clean with Gem! Gem keeps your face neat to the end of the

longest day...because Gem is scientifically designed to shave you *clean* at the dermal line! No other razor has Gem's face-fitting bevel, which compels you to use the long, gliding stroke of the master barber. No other razor has dual-alignment which locks the blade rigid at 5 points! No other razor uses the fine Gem Micromatic Blade—stopped 4840 times to a super-keen, longer-lasting edge! End "5 O'clock Shadow" today! Get a Gem Razor and 5 Gem Blades from your dealer for \$1.00. Or send coupon below and 25¢ for special convincing "PROOF" offer!



**GEM** MICROMATIC  
**RAZOR and BLADES**  
*For perfect shaves—use a Gem in a Gem!*

**SPECIAL "PROOF" OFFER**

Gem Division, American Safety Razor Corp.  
 Dept. LE47, Brooklyn, N. Y.

Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

PRINT NAME.....

STREET.....

CITY..... STATE.....

(If you live in Canada, write Mutual Sales Co., 436 Wellington St., W., Toronto, 2, Canada)  
 Copyright 1937, by American Safety Razor Corp.





## Does it *mix*?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

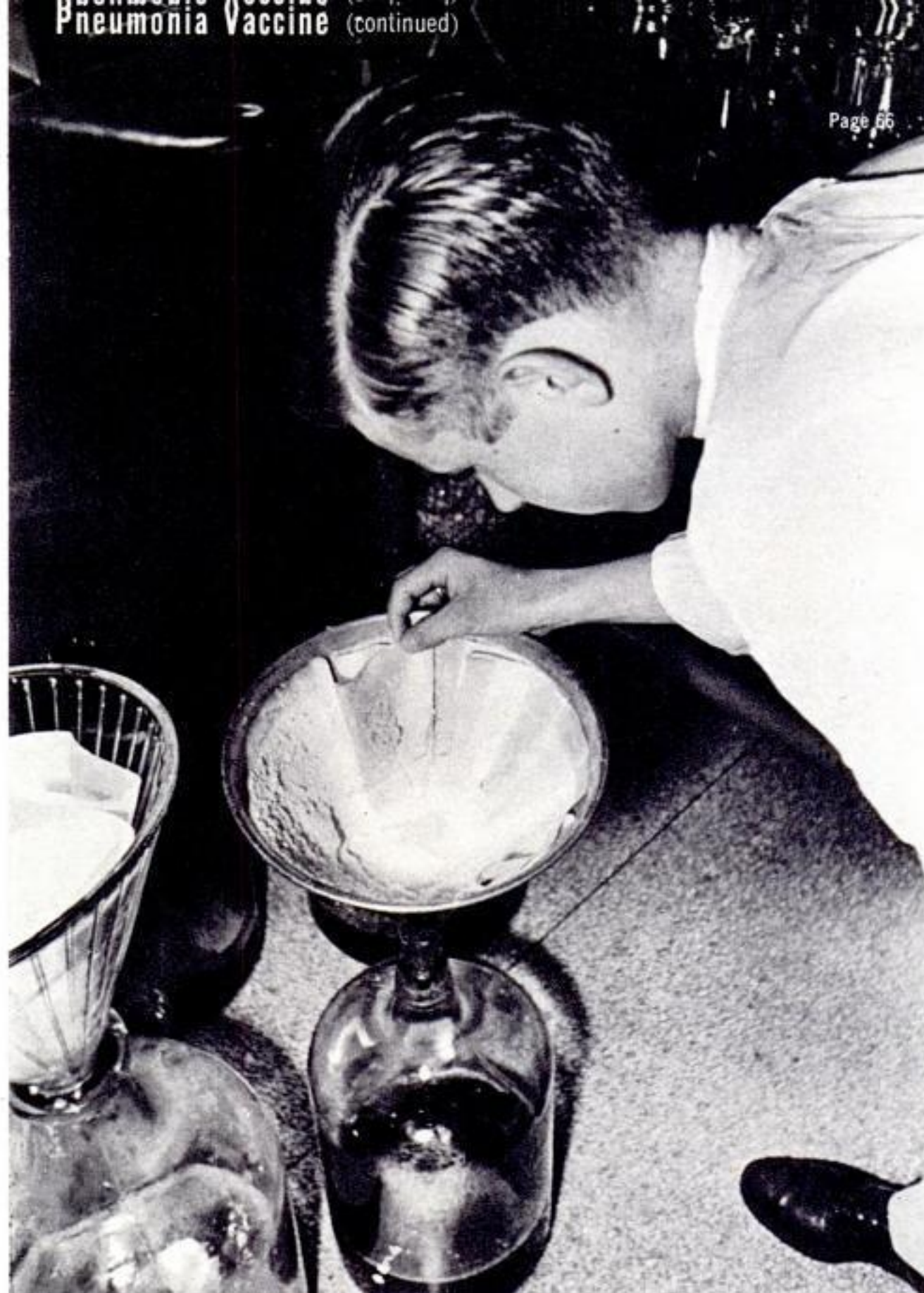
**A MARTINI COCKTAIL** should be a tuneful flavor duet—played by gin and Vermouth. When gin is a mixer, it blends with its partner in smooth-flowing harmony—never overwhelms the drink with a heavy gin smell or gin taste.

Mixed drinks are an American idea. To meet the American taste for smooth mixed drinks, Fleischmann's Gin is distilled especially for *mixing*—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And when you order a Martini, say: "Make it with Fleischmann's." (Copr., 1937, by The Fleischmann Distilling Corporation, Peekskill, N. Y.)

Also Fleischmann's Sloe Gin, 65 Proof

**THE REAL  
AMERICAN  
MIXER  
90 PROOF  
4/5 Quart**

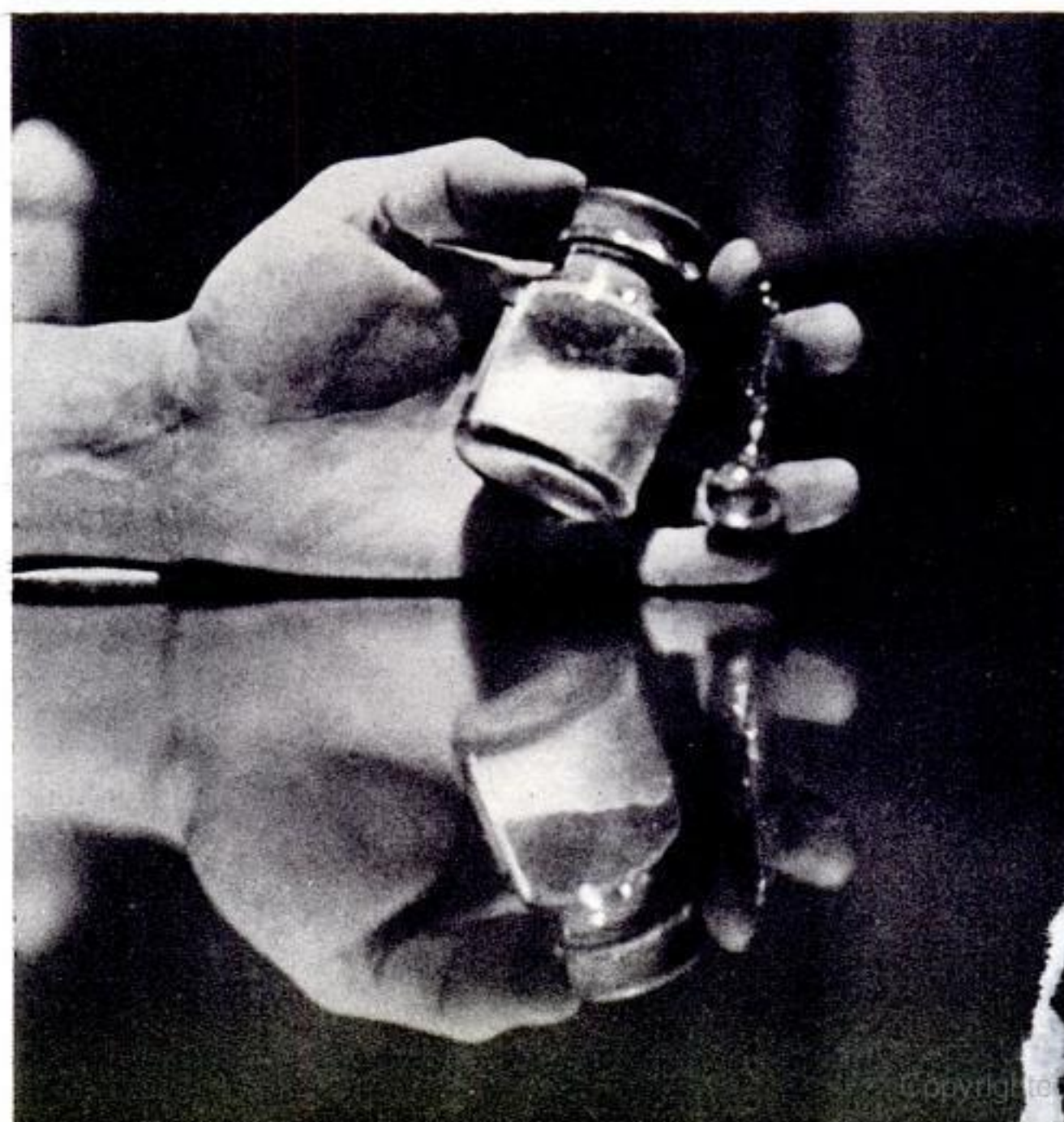


**7** The solution residue resulting from the filtering is examined here, then redissolved and reprecipitated to remove all the impurities including calcium.



**8** The putty-like vaccine residue is now wrapped in Turkish towels and pressed to force out the water content. The remaining liquid is removed chemically.

**9** The millions of pneumonia antibodies in this bottle are dissolved in salt water, injected into the subject. The powder retains its potency for three years.







IN THE BUDGET HOME TOO...

# GAS MAKES THE "4 BIG JOBS"

## COMPLETELY AUTOMATIC



### INSTANT HOT WATER

Modern gas water heaters assure you ample hot water—day or night. There's nothing to tend. New materials and designs make today's water heaters far superior to those of even a few years ago. They can be operated with the same gratifying economy as all gas appliances.



### MODERN SILENT REFRIGERATION

Gas refrigerators operate at amazingly low cost, have no moving parts to wear—are really silent. Modern features include quick-freeze control knob, trigger-release for ice cube trays, drawers for eggs and fruit, space for tall bottles.



### IMPROVED AUTOMATIC COOKING

For years good cooks have sworn by the dependability and economy of gas cookery. Now new gas ranges offer even greater efficiency in heat control, high-speed smokeless broilers, insulated ovens, simmer burners. Smart designs, gleaming porcelain enamel finish make these ranges outstanding in beauty while amazingly low in cost. Let your Gas Company or dealer tell you how gas appliances can add to comfort and cut costs in your home.



### COMPLETELY EFFORTLESS HEAT

Just set the thermostat—and forget this automatic gas furnace all winter. There's no worry about fuel supply—no fuel to store. Gas heaters are installed at the lowest cost of any reliable automatic heat available. Because gas is *clean* heat there's no bother with soot and dust. You don't need a separate room for the compact, handsome heating unit! If it goes in the basement, you can make it part of an attractive "play room."

...



Look for this Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this seal comply with national requirements for safety, durability and efficiency.



**FREE!** Send for booklet, "Planning the World's Easiest-to-Keep House," by CONSTANCE HOLLAND; a valuable guide for saving time, money and effort in your own home. Mail this coupon to American Gas Assn., Dept. A, 420 Lexington Ave., New York City.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ L-41

**GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT**



# "ACE" CHOCOLATE CAKE

(1 egg and 2 egg yolks)

- |                                      |   |
|--------------------------------------|---|
| 2½ cups sifted Swans Down Cake Flour | 1½ cups sugar                                   |
| 2¼ teaspoons Calumet Baking Powder*  | 1 egg, unbeaten                                 |
| ¾ teaspoon salt                      | 2 egg yolks, unbeaten                           |
| ¾ teaspoon soda                      | 3 squares Baker's Unsweetened Chocolate, melted |
| ¾ cup butter or other shortening     | ¾ cup milk                                      |
|                                      | 1 teaspoon vanilla                              |
|                                      | ½ cup boiling water                             |

Sift flour once, measure, add baking powder, salt, and soda, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg and egg yolks, one at a time, beating well after each. Add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla, then add boiling water, beating quickly and thoroughly. Bake in two greased 9-inch layer pans in moderate oven (350° F.) 30 to 35 minutes, or until done.

\*If another baking powder is used, adjust the proportions as recommended by the manufacturers.

## LEMON FLECK FROSTING

- |                                 |                                    |
|---------------------------------|------------------------------------|
| 1 tablespoon grated orange rind | Dash of salt                       |
| 4 tablespoons butter            | 4 cups sifted confectioners' sugar |
|                                 | 4 tablespoons lemon juice (about)  |
|                                 | Yellow coloring                    |

Cream together orange rind and butter; add salt and part of sugar gradually, blending well. Add remaining sugar, alternately with lemon juice, until of right consistency to spread. Add yellow coloring to give a golden shade. Beat until smooth. Makes enough frosting to cover tops and sides of two 9-inch layers. (All measurements are level.)

## "ACE" ICE-CREAM SANDWICHES

Use recipe for "Ace" Chocolate Cake. Bake in greased pan, 12x8x2 inches, in moderate oven (325° F.) 50 minutes, or until done. When cool, cut cake in 2x4-inch pieces; split in half. Place slice of vanilla ice cream on lower half of cake. Adjust upper half and top with sweetened whipped cream. One cake makes 12 sandwiches.



REG. U.S. PAT. OFF.

Enjoy the extra richness of  
**BAKER'S CHOCOLATE**

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### "ACE" CHOCOLATE SQUARES

Use recipe for "Ace" Chocolate Cake. Bake in greased pan, 12x8x2 inches, in moderate oven (325° F.) 50 minutes, or until done. Spread Mint Cream Frosting on top and sides of cake. Cut in 2-inch squares. Makes 24 squares.

### MINT CREAM FROSTING

2 egg whites, unbeaten  
5½ cups sifted confectioners' sugar  
Dash of salt  
4 tablespoons light cream (about)  
Oil of peppermint (about 6 drops)  
Green coloring

Combine egg whites, about ½ sugar, and salt and beat well. Add remaining sugar, alternately with cream, until of right consistency to spread. Beat after each addition until smooth. Add flavoring, then add coloring gradually to give a delicate tint. Makes enough frosting to cover top and sides of 12x8x2-inch cake.  
(All measurements are level.)

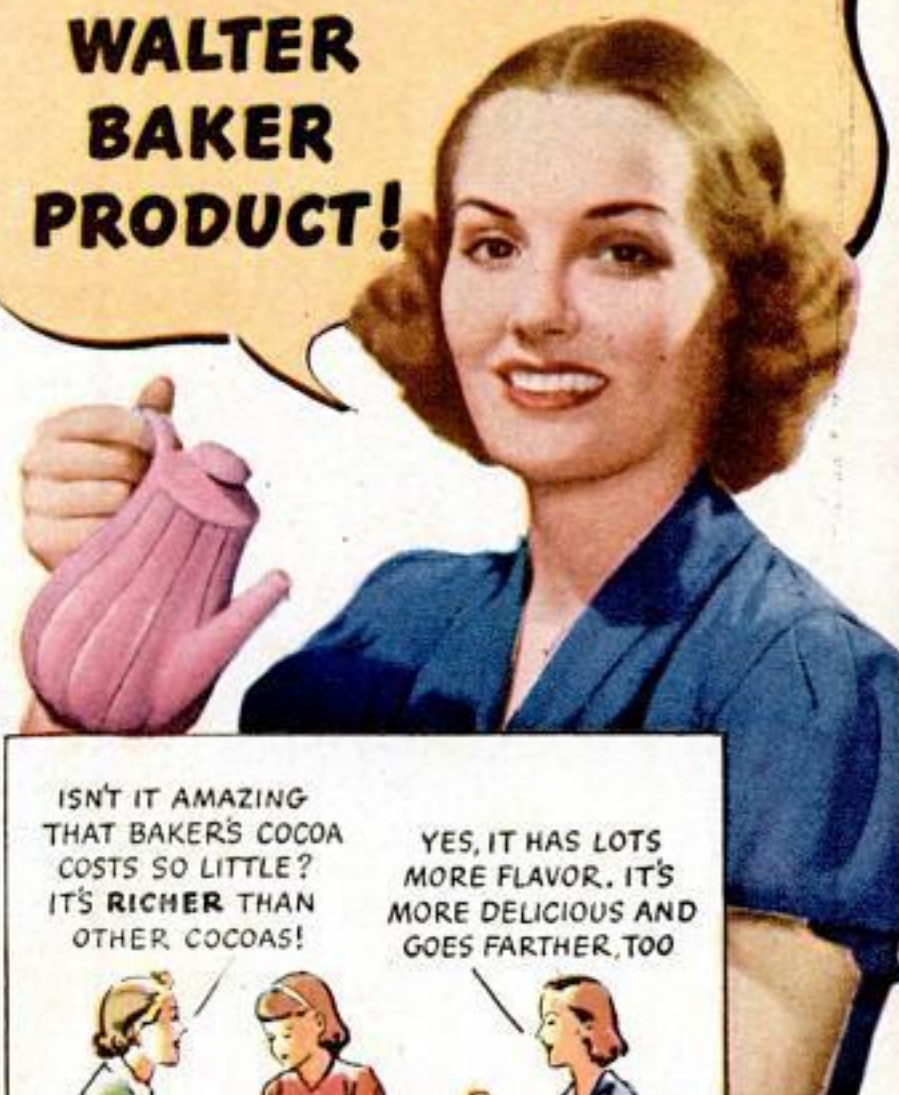
# 3 Quick Tricks FOR THE BRIDGE HOSTESS

Try these exciting variations of one master cake . . . luscious with the richness of Baker's Chocolate

YES, Ma'am! With this one superb chocolate cake recipe you've got Bridge refreshments "down pat" for the whole winter season! You can change combinations to suit your mood, color scheme, or company—and if you make the cake with Baker's Chocolate, you'll have an ace every time. For Baker's Chocolate never fails to give whatever you cook with it a luscious extra richness of color and flavor that no other chocolate can equal. Baker's Chocolate is richer. Since 1780 Baker's Chocolate has stood unchallenged at the very top of the list for quality. A product of General Foods.

Copyright, General Foods Corp., 1937

HERE'S GOOD NEWS ABOUT ANOTHER WALTER BAKER PRODUCT!



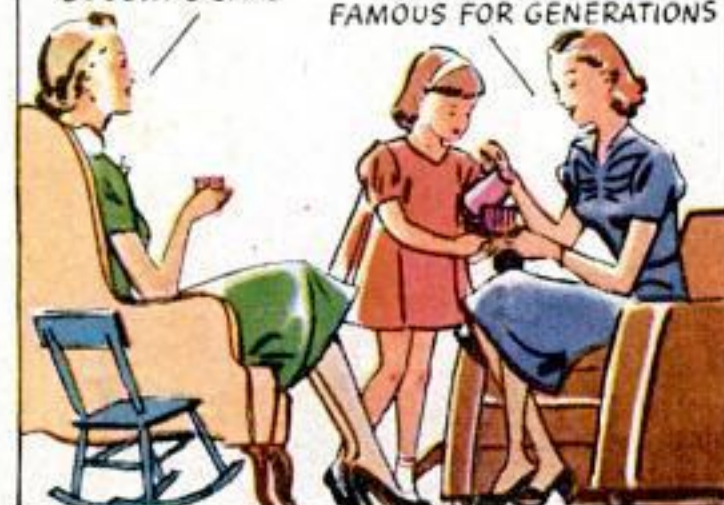
ISN'T IT AMAZING THAT BAKER'S COCOA COSTS SO LITTLE? IT'S RICHER THAN OTHER COCOAS!

YES, IT HAS LOTS MORE FLAVOR. IT'S MORE DELICIOUS AND GOES FARTHER, TOO



MY GROCER HAD A LOW-PRICE "SPECIAL" ON BAKER'S TODAY. I BOUGHT 3 CANS

NO WONDER! EVERYONE KNOWS THAT A "SPECIAL" ON BAKER'S IS A REAL BARGAIN BECAUSE BAKER'S QUALITY HAS BEEN FAMOUS FOR GENERATIONS

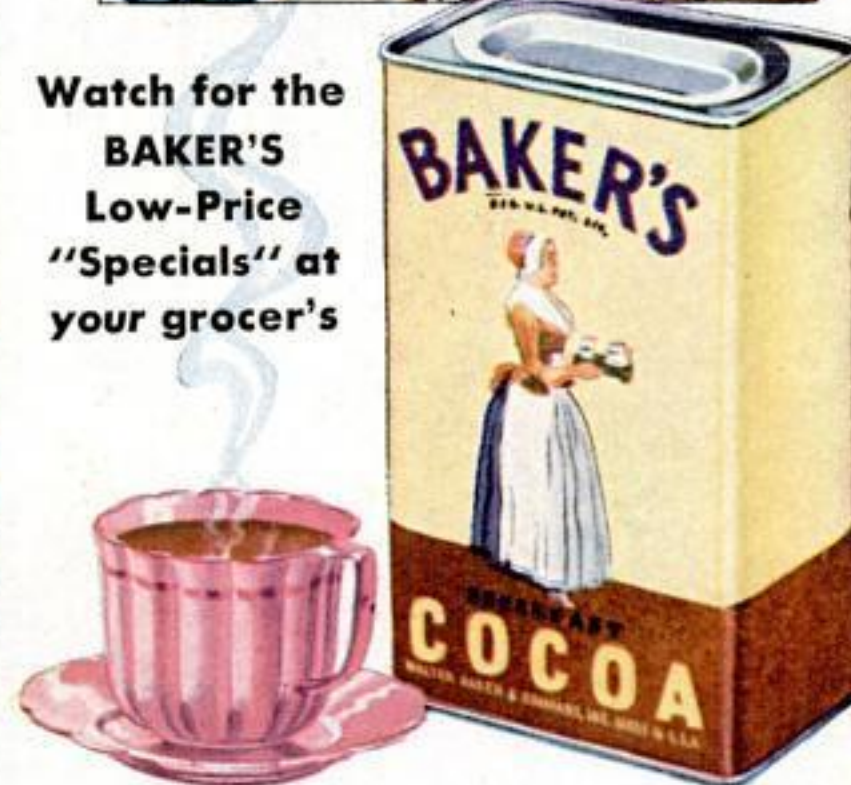


BAKER'S COCOA IS SO GOOD FOR CHILDREN, TOO!

YES, BAKER'S IS SO PURE—AND MY DOCTOR SAYS IT'S MORE THAN A DRINK—IT'S AN ENERGY-GIVING FOOD



Watch for the BAKER'S Low-Price "Specials" at your grocer's



**Free** Baker's "Sampler" Book of Famous Chocolate Recipes  
Fourteen "sample" recipes selected from Baker's magnificent new book of "Famous Chocolate Recipes." Gorgeous layer cakes, brownies and small cakes, puddings, pies, sauces, candies and iced chocolate drinks. Illustrated in full color. Send this coupon for your copy—now! Mail to:  
GENERAL FOODS, BATTLE CREEK, MICHIGAN

L. M. 10-4-37

Your Name \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires June 1, 1938)

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# ND COCOA





**Willard Batteries Give Protection to Millions**

# **Willards**

## **COST LESS TO OWN**

**—because they last longer...  
crank faster... don't let you down**

WILLARD STORAGE BATTERY COMPANY • CLEVELAND • LOS ANGELES • TORONTO, CANADA

**For Protection and Economy Buy A Willard**



## U. P.'s NEW PRESIDENT ROSE FROM THE RANKS

**A**t the age of 14, William Martin Jeffers, son of an Irish immigrant, left school and started work for the Union Pacific Railroad as a call boy at \$20 a month. On Oct. 1, William Martin Jeffers, now 61 (right), starts work at \$60,000 a year as Union Pacific's new president. He succeeds 70-year-old Carl Raymond Gray, who retires to become vice chairman of the Board. Mr. Jeffers is the first man in the line's history to rise from the trainyards to the presidential chair.

President Jeffers is noted for his pioneering efforts in safety methods, his ability to call several thousand U. P. employees by their first names, his devotion to work. In his 47 years with the line he has had only three months off, took no vacation for the first 40 years. He decided in 1905 that some day he would be head of the company. When notified of his appointment last April he declared: "I would rather be president of the U. P. than president of the U. S." The stages of his unprecedented climb to the top are depicted on this and the following pages.



**William Martin Jeffers** wins another promotion and smiles. For half a century he has been advancing steadily, post by post, within the Union Pacific's vast continental sys-

tem. In 1932, the office of executive vice president in charge of operations, maintenance, engineering, purchasing, was created especially for him. Now he makes the final step up.



**Birthplace** of William M. Jeffers was a small frame cottage in North Platte, Neb. His father, a Union Pacific shopman, supported his wife, 9 children, on \$55 a month.



**At five**, William M. Jeffers squares his jaw, looks determined. "I can't remember myself as a boy," he says today.



**Present home** of William M. Jeffers is a comfortable brick house in Omaha. Once it was the residence of the late Gilbert Monell Hitchcock, publisher of the Omaha *World-Herald* and longtime (1911-1923) Democratic U. S. Senator from Nebraska.

### Jeffers climbed to top through jobs now held by these U. P. men



**Messenger** Louis Balaban hustles for U. P. as William M. Jeffers did 47 years ago. Balaban is 20, has been railroading a little less than a year, makes \$80 a month.



**Roadmaster's Clerk** Carl F. Krause, U. P. employe for 19 years, gets \$147.20 a month. Jeffers became a roadmaster's clerk at 16, earned \$40 a month at the post, moved up the ladder again the following year.



**Timekeeper** Park Smith checks the working hours of U. P. employes for pay rolls. Jeffers, at 17, held this job for a few months, then became steel-gang foreman.

CONTINUED ON NEXT PAGE





BE SURE OF

*Good Looking Hair*



—and you'll be sure of your chances of success. It's really simple, this business of having . . . and keeping . . . a head of good looking hair. It means regular scalp cleansing and massage to keep the hair lustrous . . . daily grooming with 'Vaseline' Hair Tonic to keep it neat. Follow these rules:

**DO THIS EVERY WEEK:** Massage 'Vaseline' Hair Tonic into your scalp before shampooing...to liven circulation... overcome dryness and loose dandruff.

**DO THIS EVERY DAY:** Before brushing your hair shake on a few drops of 'Vaseline' Hair Tonic . . . to keep your hair neat, orderly and in place.

**Vaseline**  
REG. U. S. PAT. OFF.  
**HAIR TONIC**

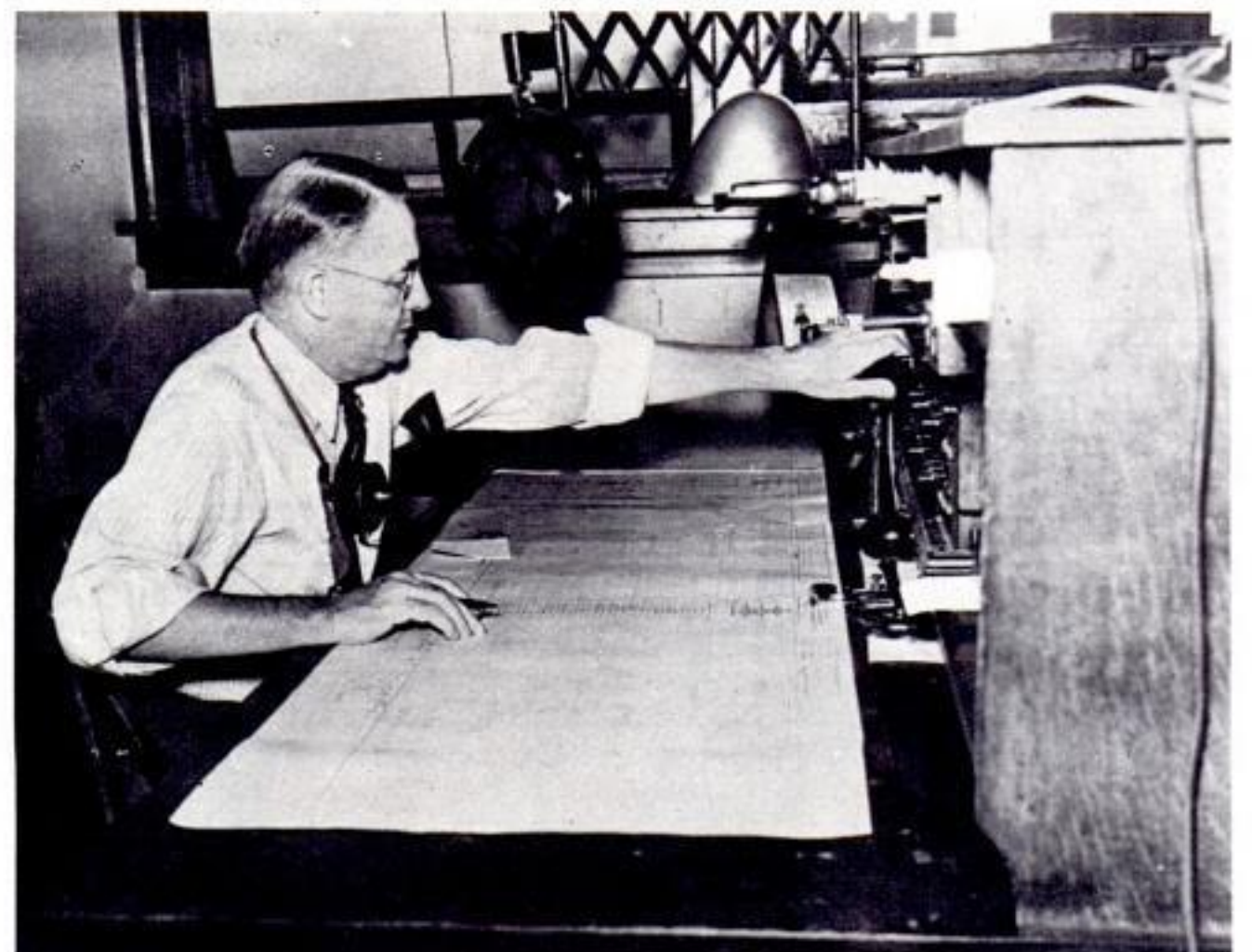
Copyr. 1937, Chesebrough Mfg. Co., Cona'd.



## U. P.'s New President (continued)



Night Telegraph Operator J. H. Meschede has been on duty for 18 years. In 1894, William M. Jeffers held this job, saw service for four years in tiny U. P. stations between North Platte and Cheyenne, Wyo., got a salary increase to \$50 a month.



Train Dispatcher J. T. Davis, veteran of 26 years' service, earns \$265 a month. When Jeffers was advanced to this position in 1898 with a salary of \$110 a month, he decided he was "one of the big fellows," married Lena A. Schatz of North Platte.



Trainmaster F. J. Mitchell (left), who gets \$360 a month, talks business with Lloyd Cox, engineer. Jeffers became trainmaster in 1905 with a salary of \$175 a month, after serving two years as a train dispatcher and five years as chief dispatcher.

CONTINUED ON PAGE 74



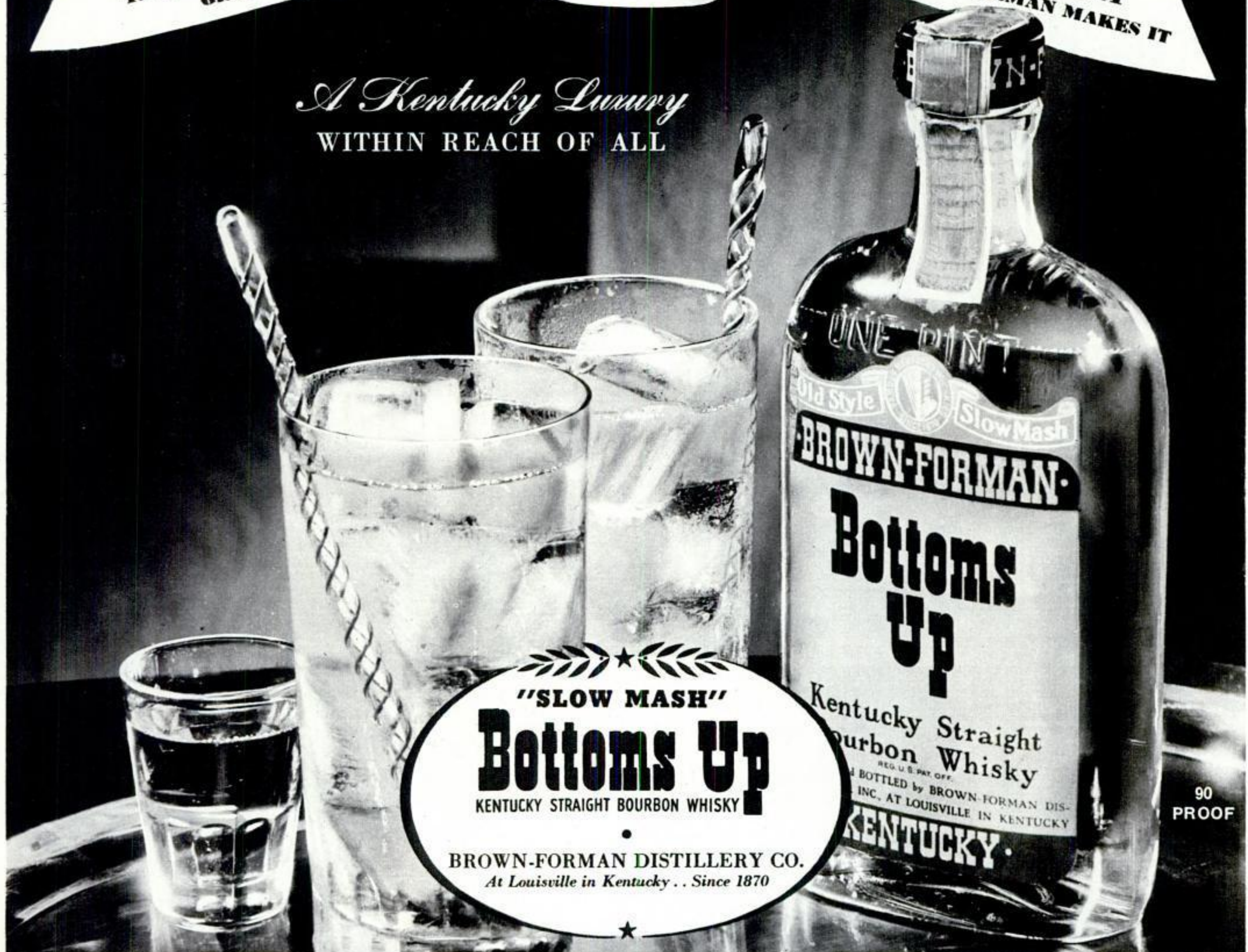
# BOTTOMS UP GIVES YOU *Both* FOR THE PRICE OF *One!*



**1. EXTRA RICHNESS  
OF "SLOW MASH"**  
THAT TAKES MORE TIME AND  
GRAIN TO MAKE

**2. QUALITY  
KENTUCKY WHISKY**  
MADE AS BROWN-FORMAN MAKES IT

*A Kentucky Luxury*  
WITHIN REACH OF ALL



**"SLOW MASH"**  
**Bottoms Up**  
KENTUCKY STRAIGHT BOURBON WHISKY  
•  
BROWN-FORMAN DISTILLERY CO.  
At Louisville in Kentucky . . Since 1870  
★

90  
PROOF

**A BROWN-FORMAN QUALITY PRODUCT**



# New FILM-FORMING Shave Cream

*gives daily shavers relief from razor scrape . . . sore spots*



Here's the perfect shave cream for the 1 man in 7 who shaves every day.



FARMER



SALESMAN



LUMBERJACK



TAXI DRIVER



SAILOR



COWBOY



TRAINMAN

**M**ANY men get by with 2 or 3 shaves a week. But one man in seven must present a smooth, clean-shaven face to the world *every day*. Glider, Williams new "no-brush" shave cream, is designed to give real shaving comfort to this shave-a-day man.

Glider is a thick, rich cream heavily laden with moisture. Spread it on with your fingers—never a brush. In a jiffy it softens the toughest whiskers down to the roots.

## Forms protective film

Between your blade's sharp edge and the tender skin on your face—Glider forms a thin film of protection. This film allows your blade to remove each hair at the skin line—yet, gives thorough protection against razor scrape . . . rasping sore spots.

Glider, made by The J. B. Williams Company, who have been making fine shaving preparations for nearly 100 years, will give you cleaner, cooler shaves in half your usual shaving time! You can pick up the big blue and white tube at any toilet-goods counter. You'll thrill to the smooth, easy shave. Try Glider today.

## FREE OFFER

Good only in U. S. A.

**Generous introductory tube of Glider**  
The J. B. Williams Co., Dept. L-10-4, Glastonbury, Conn., U. S. A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name \_\_\_\_\_

Street & No. \_\_\_\_\_

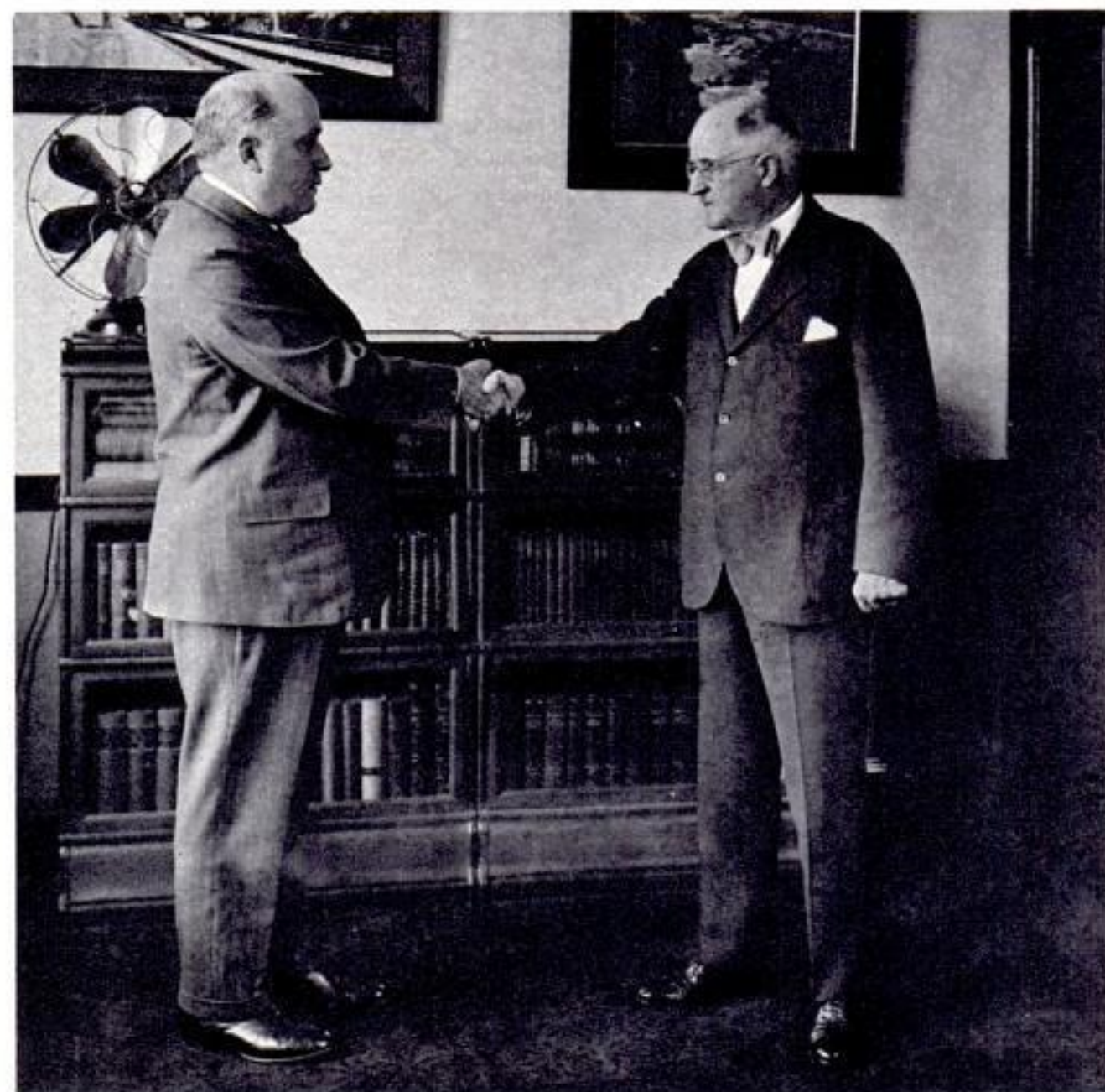
City & State \_\_\_\_\_

# Glider

"No-Brush" Cream



Superintendent of the Nebraska Division, J. E. Mulick was a brakeman when Jeffers was working as train dispatcher. Jeffers reached this post in 1915 after several years as assistant superintendent and superintendent of the Wyoming division.



Vice president in charge of operation, E. E. Calvin (right) is shown here on his retirement in 1928 congratulating Jeffers, his successor. Between 1915 and 1928 Jeffers served as general superintendent, then general manager of the U. P.



President Carl Raymond Gray, who reached 70 on Sept. 28, refused to let U. P.'s retirement rule be lifted for his sake. He yields now to Jeffers, but will retain a supervisory interest. He came as president to the U. P. from Western Maryland R. R.





There's a new kick to breakfast when you serve juicy breakfast slices of Wilson's Tender Made Ham.

# THE FINEST HAM IN THE WORLD

*--for Every Hour  
of the Day*

● It is the taste thrill of the nation, this ham you cut with a fork, Wilson's Tender Made Ham. It literally melts in your mouth whether you eat it as you buy it or heat it for hot dishes . . . And no ham in the world can match the rich, full-bodied flavor given it by the Wilson Secret Process. It is ready to eat just as you buy it, or heat for hot ham dishes in 1/5 to 1/4 usual cooking time. This saves time, fuel and practically all cooking shrinkage. You can't possibly know how good ham can be until you have eaten Wilson's Tender Made Ham—either the boneless in flavor-saving tins or bone-in.

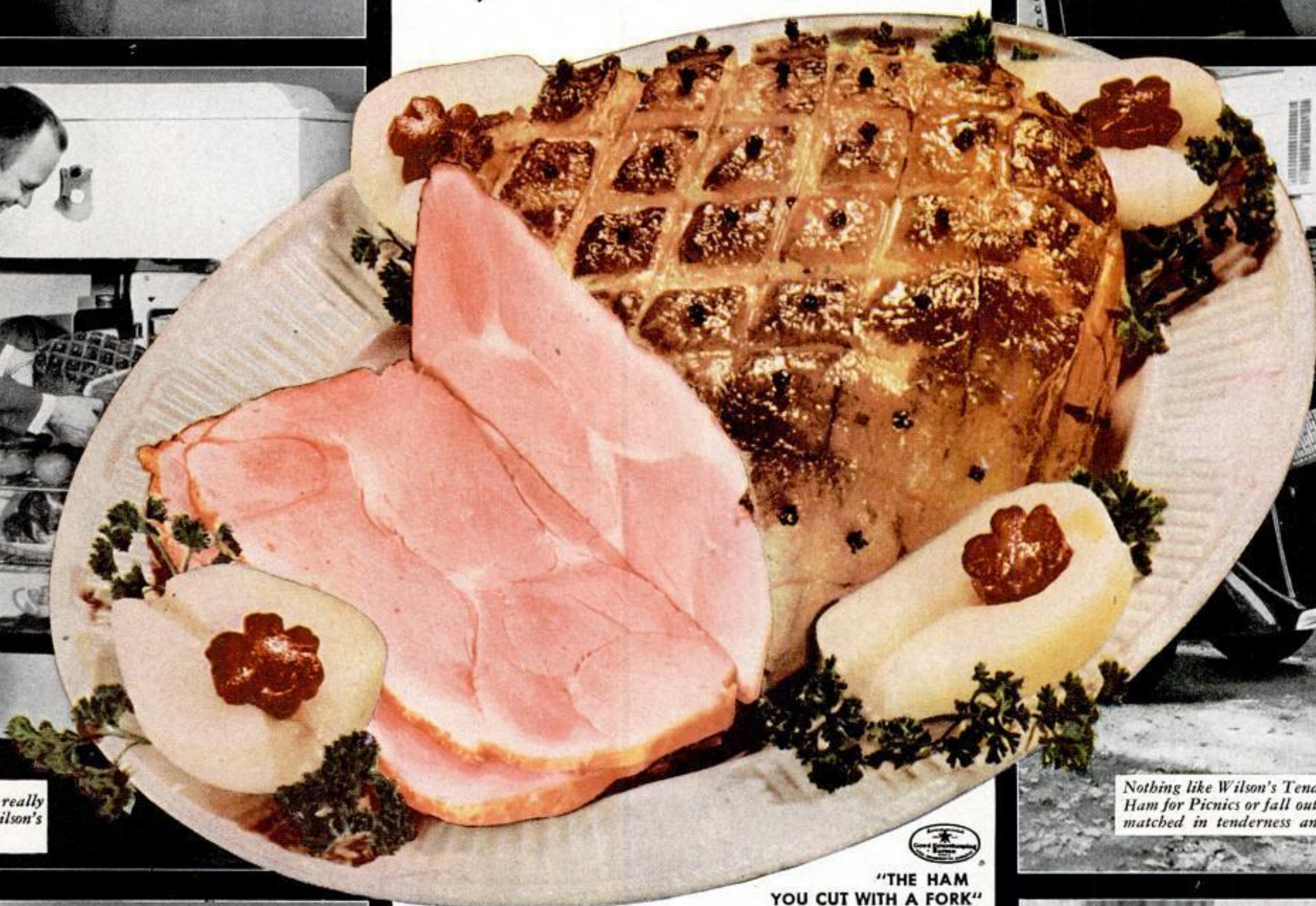
*Only WILSON & CO. makes Tender Made Ham*



A thick Wilson's Tender Made Ham steak or baked ham makes a feast fit for a king. It takes only 1/5 to 1/4 the time to prepare.



The "ice box raider" is really rewarded when he finds Wilson's Tender Made Ham.



"THE HAM  
YOU CUT WITH A FORK"

**WILSON'S  
SECRET PROCESS**

*Tender Made  
Ham*

**AN ALL AMERICAN PRODUCT**

Cooked and sealed in flavor-saving whole, half and quarter-ham size tins. No bone, no waste, less cooking shrinkage, servable from end to end.



U.S. Inspected and Passed by  
the Department of Agriculture

*The Wilson label protects your table*

**WILSON & CO.**



Children, even in the toothless stage, have no trouble digesting Wilson's Tender Made Ham. They love it.



Smart hostesses serve cold cuts of Tender Made Ham. In sandwiches or as appetizers it always makes a bit.

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# "HERE'S MY CELLAR!"

You can always be sure of finer taste—  
when the label says "Seagram's"

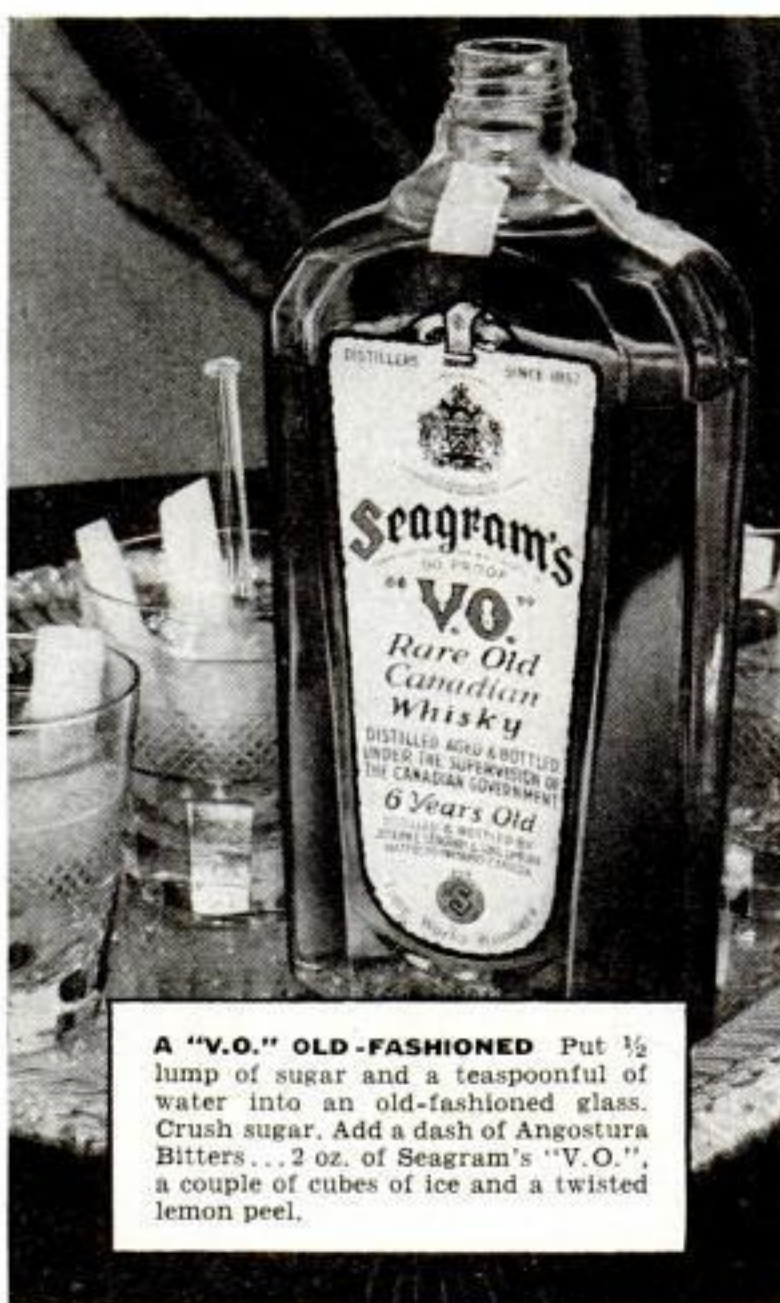
Four generations of skill and master craftsmanship have gone into the making of Seagram products—a tradition of integrity that dates back to 1857. Because of unvarying quality in every bottle that bears the Seagram name, the House of Seagram enjoys the complete confidence of the public. Wherever you buy—at the bar or in the package store—remove all possible doubt. Think before you drink—say Seagram's and be sure!

When you want a whisky of rare, distinctive

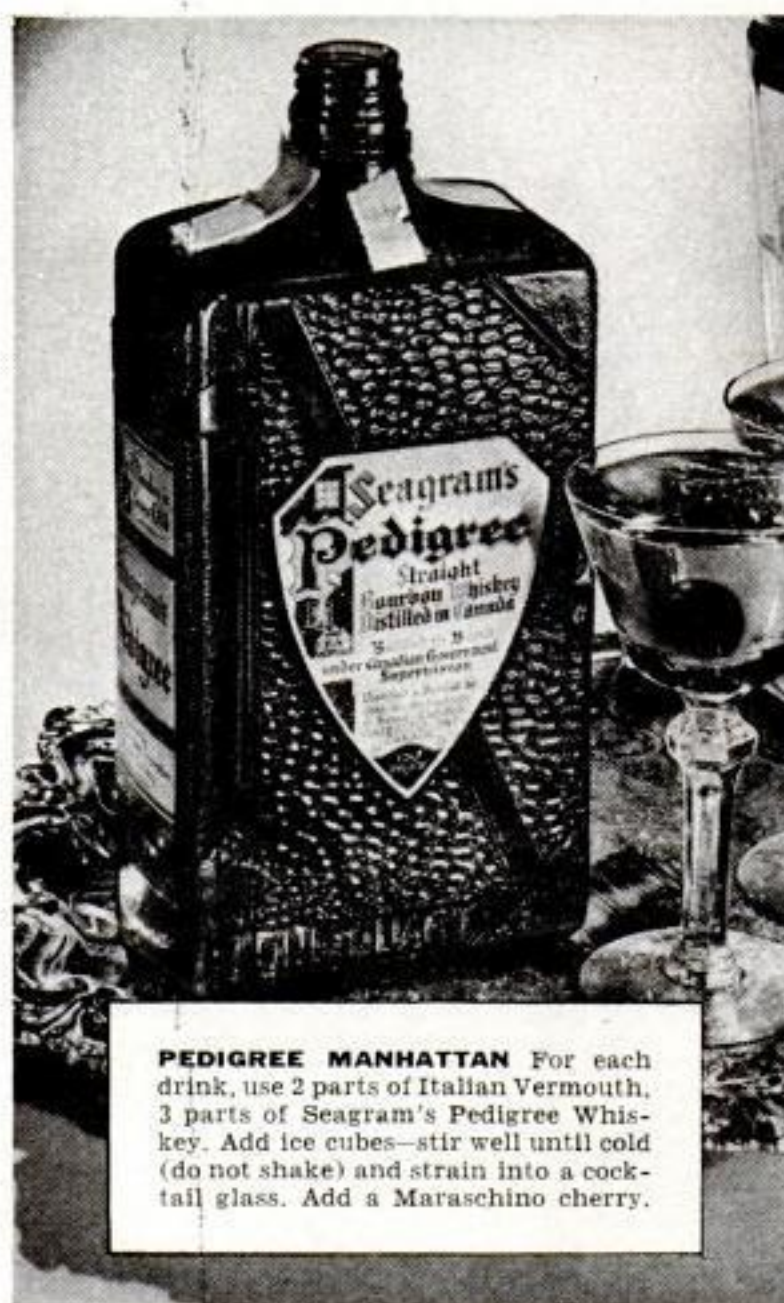
character—you can make no better choice than that finer imported 6 year old whisky, Seagram's "V.O."... Or if your taste runs to a heavier whisky, try Seagram's Pedigree—an 8 year old Bonded Whiskey of superlative quality... Few "cellars" are ever without Seagram's popular-priced Crown Blended Whiskies—finest of the finer blends... And when it comes to gin drinks—there is a reason for the decided preference for Seagram's King Arthur Gin. It's "soft-stilled."



**CROWN WHISKY SOUR** For each drink, use equal parts of lemon juice and Crown Whiskey (5 or 7 Crown, whichever you prefer). Add 1 teaspoonful of sugar... put in the cocktail shaker with ice. Shake well and strain into glass... decorate with orange.



**A "V.O." OLD-FASHIONED** Put  $\frac{1}{2}$  lump of sugar and a teaspoonful of water into an old-fashioned glass. Crush sugar. Add a dash of Angostura Bitters... 2 oz. of Seagram's "V.O.", a couple of cubes of ice and a twisted lemon peel.



**PEDIGREE MANHATTAN** For each drink, use 2 parts of Italian Vermouth, 3 parts of Seagram's Pedigree Whiskey. Add ice cubes—stir well until cold (do not shake) and strain into a cocktail glass. Add a Maraschino cherry.



**SEAGRAM'S DRY MARTINI** For each drink, use  $\frac{1}{4}$  part of French Vermouth,  $\frac{3}{4}$  parts of Seagram's King Arthur Gin. Add ice, stir well, serve in a cocktail glass with olive and a twist of lemon rind over top.

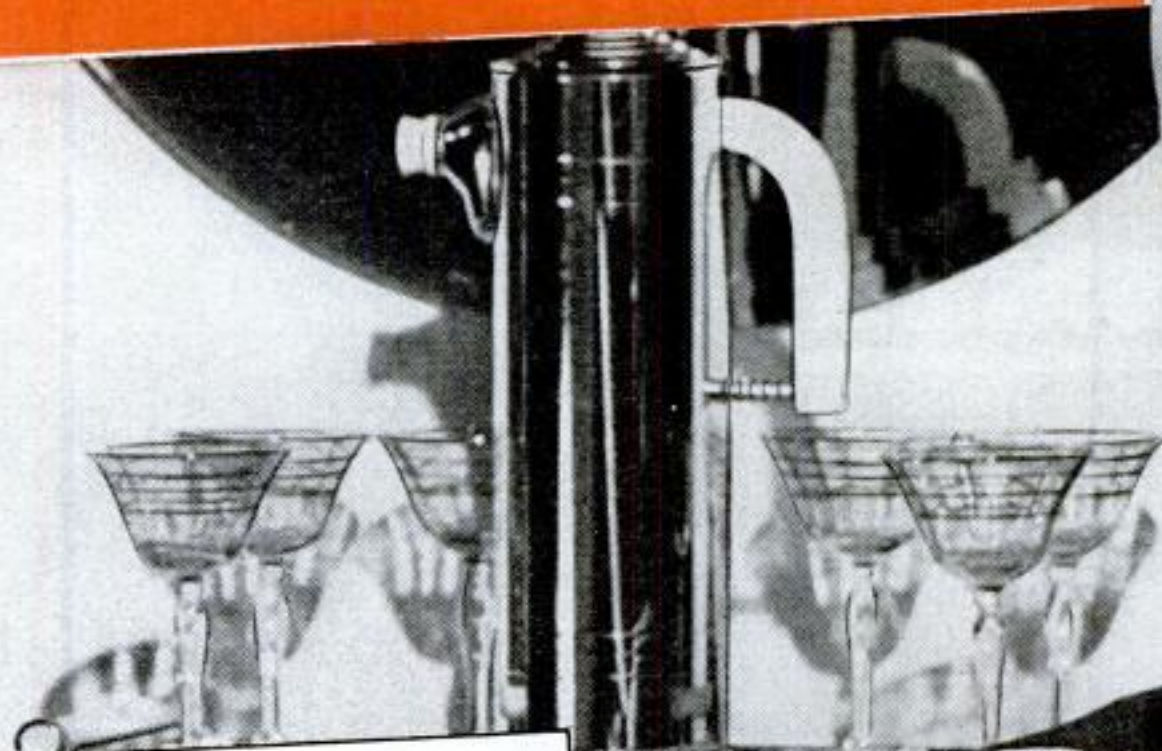
SEAGRAM'S "V.O." RARE OLD CANADIAN WHISKY—Distilled, Aged and Bottled under the supervision of the Canadian Government. 6 years old. 90 Proof. SEAGRAM'S PEDIGREE STRAIGHT BOURBON WHISKY—Distilled in Canada. 8 years old. Bottled in Bond under the supervision of the Canadian Government. 100 Proof (Rye or Bourbon). SEAGRAM'S 7 CROWN BLENDED WHISKY—The straight whiskies in this product are 5 years or more old, 37  $\frac{1}{4}$  % straight whiskies and 62  $\frac{1}{4}$  % neutral spirits distilled from American grains. 90 Proof. SEAGRAM'S 5 CROWN BLENDED WHISKY—The straight whiskies in this product are 5 years or more old, 25 % straight whiskey, 75 % neutral spirits distilled from American grains. 90 Proof. SEAGRAM'S KING ARTHUR DISTILLED LONDON DRY GIN. 90 Proof. Distilled from 100 % Grain Neutral Spirits. Copr. 1937, Seagram-Distillers Corp., Offices: N. Y.

## THINK BEFORE YOU DRINK!—



...ALL SEAGRAM'S"

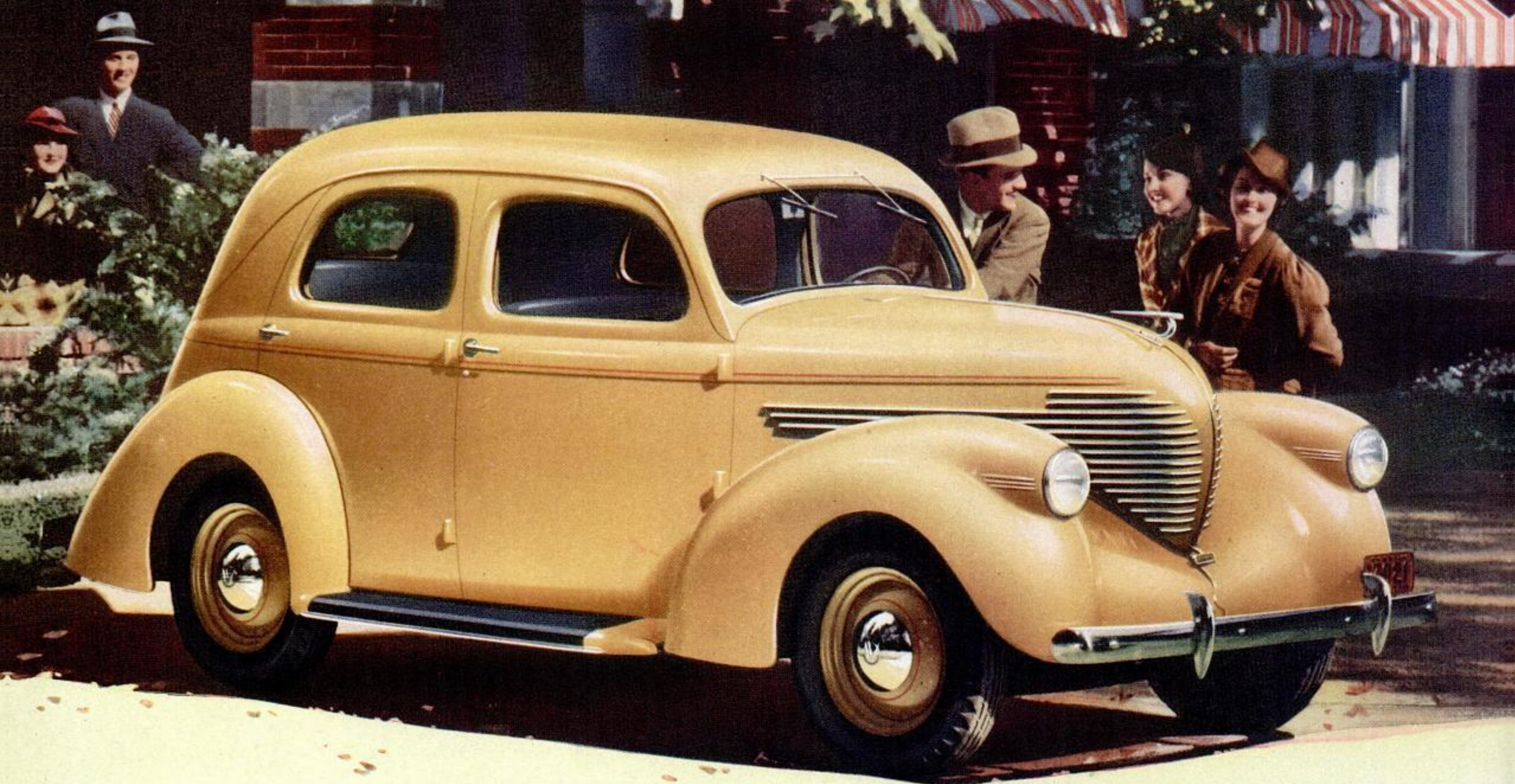
**"I GET IT!..  
YOU THINK BEFORE  
YOU DRINK"**



**SAY Seagram's AND BE SURE**  
FINE WHISKIES SINCE 1857



**JOIN THE SMART CROWD . . .**



**FIRST SAVE A LOT IN PRICE**

**— THEN**

*Save half*

**YOUR GAS\***

OWNERS REPORT UP TO

**"35 miles per gallon"**

**DRIVE**

You simply *must* see the new 1938 Willys before you buy any car. Owners save many dollars monthly.

"I have saved \$224 on gasoline over the 33,000 miles I have driven" writes Mr. J. E. Taylor of St. Louis. "When I park or stop for gas, people still ask questions about the car. I know they envy me when I tell them I am getting between 33 and 35 miles to the gallon."

In the Willys National Economy Test conducted under normal driving conditions, the average rate of all drivers was 36.5 miles per gallon.

Mr. R. C. Dombough of Jacksonville says "I am saving better than \$15 a month on operation costs alone... I am averaging better than 32 miles to the gallon of gasoline. As compared to... my former car, this saves me more than half of my gasoline bill."

You too can travel the road to the savings bank by driving the smart, new Willys. You'll save in *first cost*—in *down payment* and in *monthly payments*. And you'll save tremendously in *upkeep* and *operation cost*.

\* Information indicates national average 12 to 15 miles per gallon.



# Won America in a Year!

500,000 owners of Willys-Overland cars are invited to ride in the latest low priced model of this famous 35-year old line of cars



*Half the Gas...twice the Smartness*

By far the lowest in price, now in a single year, Willys has set an entirely new record in economy of motor car operation.

In a single year Willys set a new and smarter style. With better streamlining, this good-looking Willys fairly leaped into popularity the day it was introduced.

In a single year Willys proved to America that comfort and roominess are possible in a car of high economy.

No matter what your plans for your next car, don't fail to see the 1938 Willys. Willys is the car thousands have discovered to be just what they want. More than likely you will find it's just the car for you.

The top and body of the new Willys are sturdily constructed, welded together into a solid unit of steel, offering maximum safety. Insulation against heat and sound is provided. Big, rugged brakes and safety glass further add to safety. Airplane-type shock absorbers and extra-long springs give a smooth glide-ride—reducing fatigue to the vanishing point, even on long trips. The battery is more conveniently located under the front-lifting hood.

Here's a car that can take the road as it comes, and deliver dependable, lively performance day in and day out for years to come.

Willys dealers throughout the land invite you to see the new model of the car that Won America in a Year.

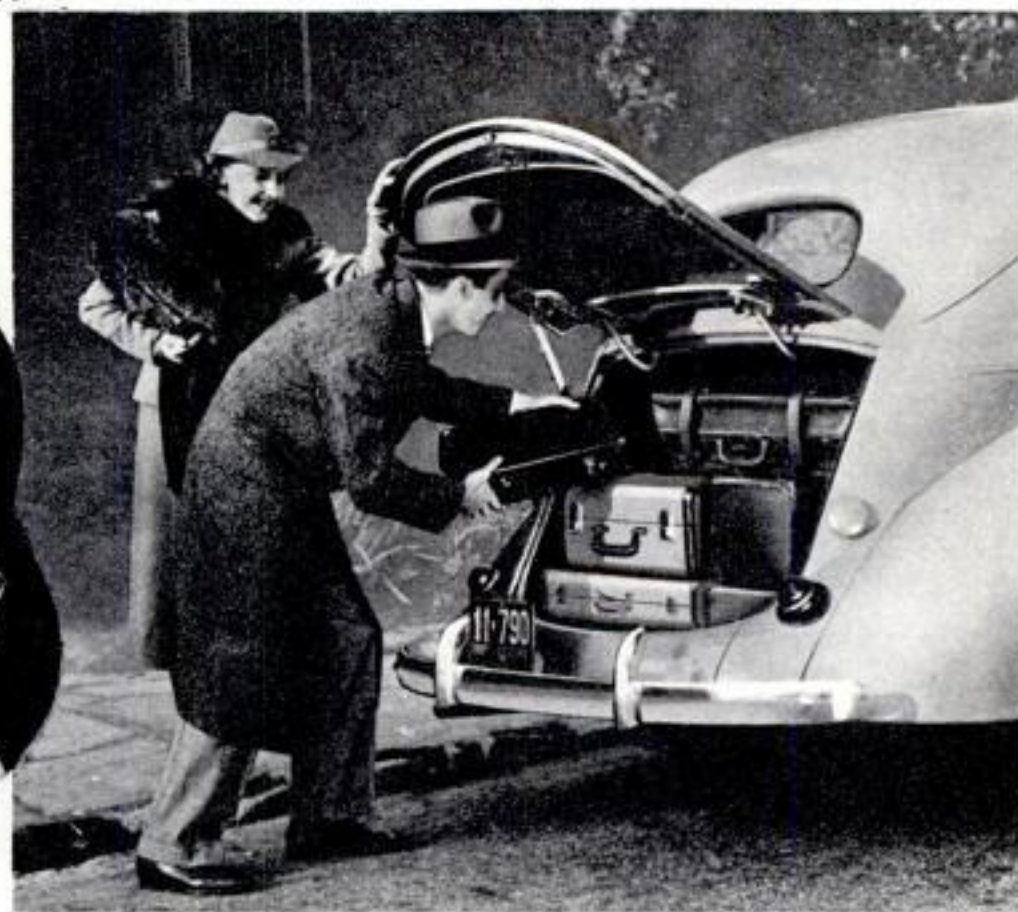
WILLYS-OVERLAND MOTORS, INC., TOLEDO, O.



*"You'd hardly believe how much less it costs!"*



*"Just look at all that space between us!"*



Many say they have never owned a car with so much room. Extra-large luggage space—two large parcel compartments in instrument panel—plenty of seat, head and leg room for larger-than-average people.

# THE 1938 Willys

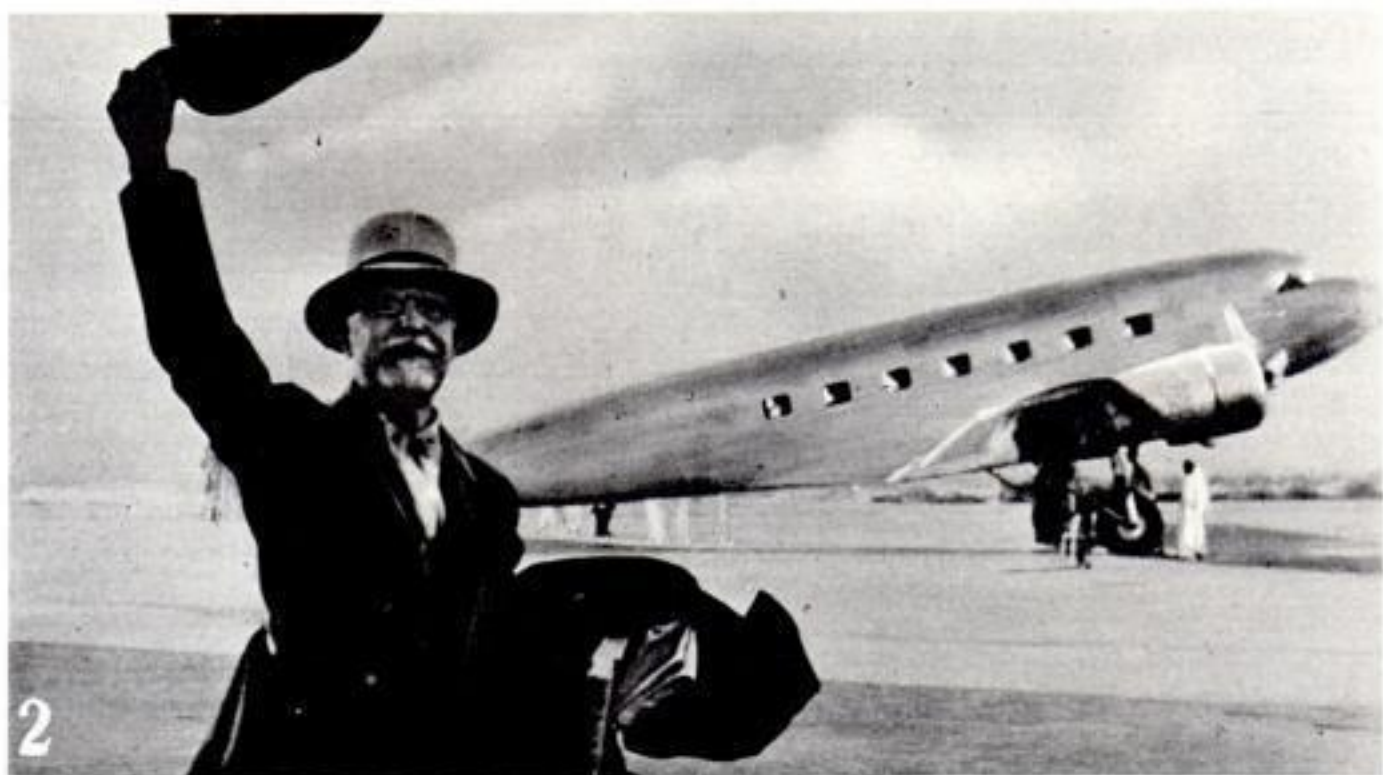
ON DISPLAY TODAY . . . 3000 WILLYS DEALERS

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Burton Holmes, famous globe trotter and lecturer ...



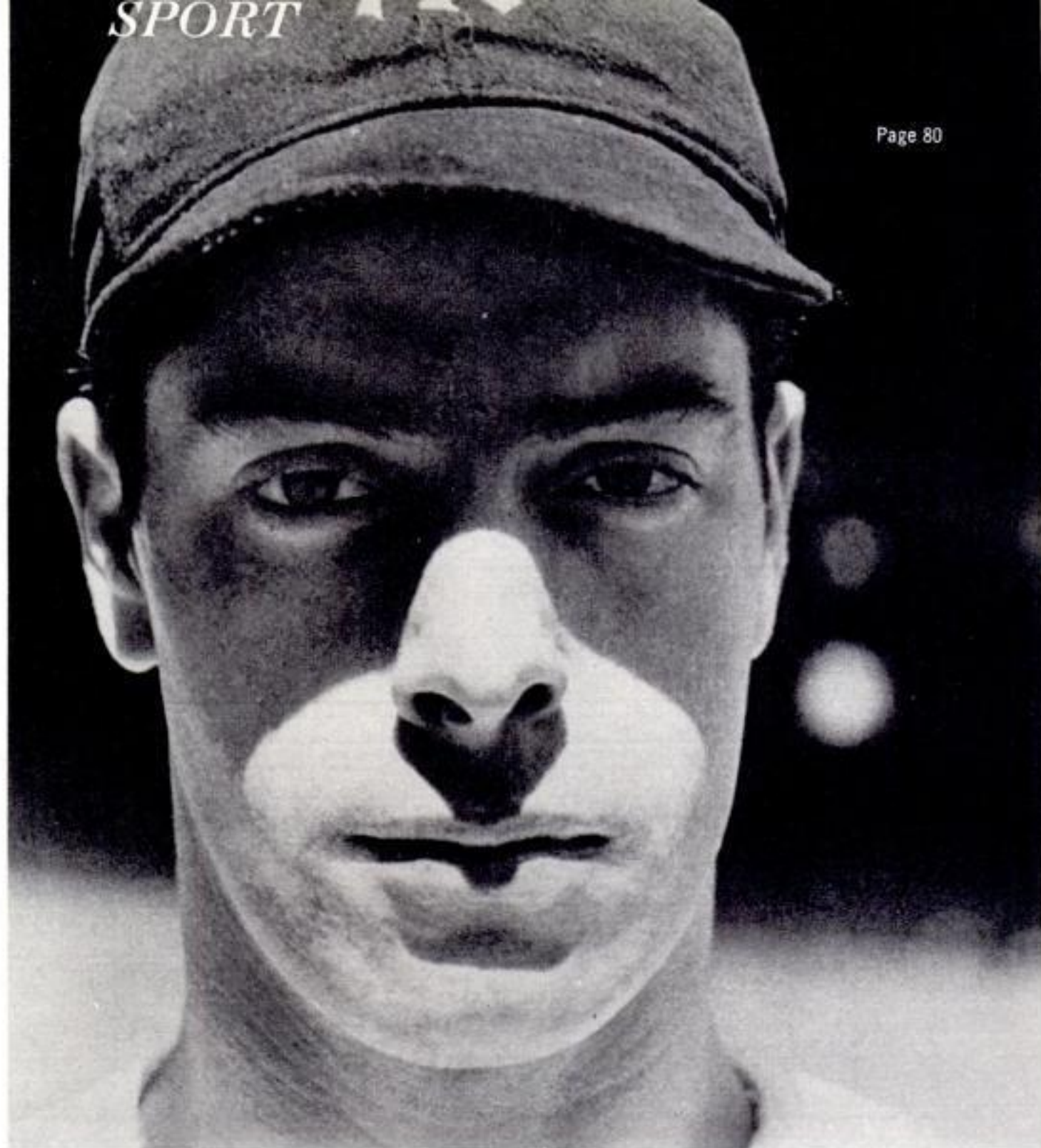
... waves goodbye as he leaves by plane for one ...



... of the far corners of the world. He travels thousands of miles every year in planes that are Sinclair-lubricated. In the United States, commercial airliners ...



... are big users of Sinclair lubricants. When you want safe, scientific lubrication for your car, go to your near-by Sinclair dealer's. He has been thoroughly schooled in applying Sinclair high-quality lubricants to each make and model of car.



JOE DI MAGGIO, AT 22, EARNS \$15,000 A YEAR WITH THE YANKEES

## THE DI MAGGIO BOYS MAKE GOOD

Most notable parents in baseball are Mr. and Mrs. Joseph Paul Di Maggio of Taylor Street, San Francisco. Three of their sons, all centrefielders, are making good in professional baseball. Their boy Joe, one of the best outfielders alive, was starring for the New York Yankees as they won the American League pennant. Joe was leading the League in home runs (44), was second in driving in runs (149), fourth in batting (.347). Meanwhile Brothers Vincent and Dominick proved themselves sound, though less spectacular, players.



Joe Di Maggio bats with a loose swing, getting great power from the snap of his strong wrists (above). This year he widened his stance (below), promptly began to hit more homers.







**Vincent Di Maggio**, up for his first big-league season, bats only .258 for the Boston Bees but has knocked out 12 homers. He is 25.



**Dominick Di Maggio**, playing his first year of big-time ball with San Francisco Seals (Pacific League), batted .303. He is 19.



**Papa Di Maggio**, a retired crab fisherman, lives in a house that Joe bought for him near San Francisco's famed Fisherman's Wharf.



**Mama Di Maggio** has five sons, four daughters. None is more dutiful than Joe who turns over most of his salary to his parents.

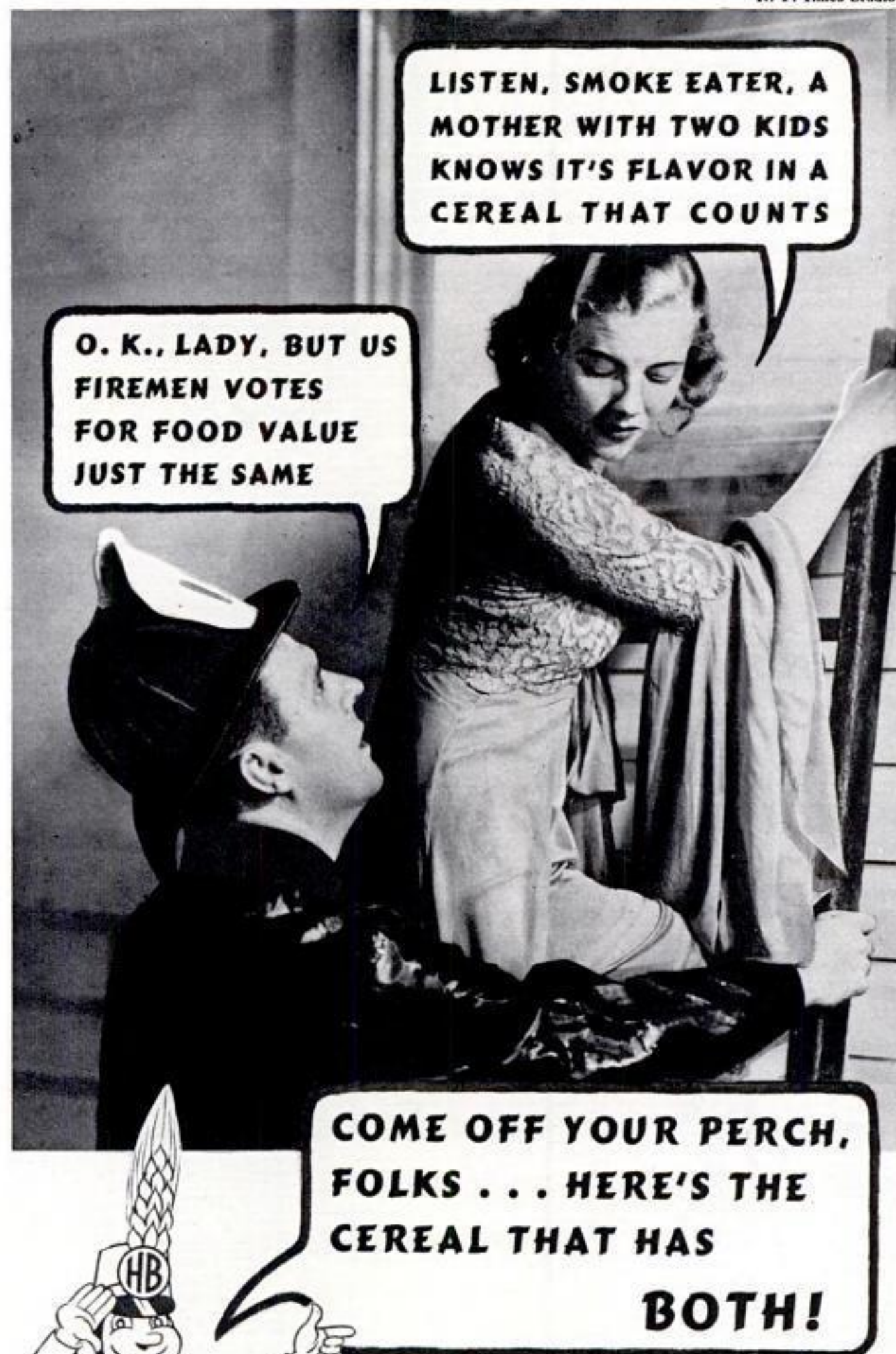
**Joe's Grotto**, a sea-food grill on Fisherman's Wharf, was built by Joe for his oldest brother Tom. Joe's name is very useful in attracting guests, especially from among San Francisco's Italians, who are fiercely loyal to Joe. Joe's other brother, Mike, is a crab fisherman.



## A TERRIFYING MOMENT

*The dread demon, Fire, stalks its human prey.*

N. Y. Times Studio



If above horrendous scene reminds you of a *hot* cereal, we'll be more than pleased. Because, add "brown" to "hot" and you have Wheatena—the cereal that fairly oozes *both* food value and flavor. Delicious? Isn't Wheatena the only cereal that delivers to your table the rare, unique flavor of roasted and toasted wheat?

Energizing and sustaining? Doesn't Wheatena's brown color tell you you're getting the vital parts of rich, brown wheat? Well, then, serve a cereal the whole family can fall onto with pleasure and profit. Serve Wheatena!

## Wheatena

The hot brown wheat cereal

**FREE SAMPLE...** End any debate about food value *vs.* flavor—at our expense. We're ready to prove, on your own breakfast table, that Wheatena has *both*. Let us send you a free sample, enough to settle the argument once for all. A postcard will bring you a free sample promptly. Mail to The Wheatena Corporation, Dept L-2, Rahway, New Jersey.

© The Wheatena Corporation, Rahway, N. J.





## THE UNIVERSITY OF WISCONSIN'S NEW PRESIDENT SINGS BARITONE



Sixty-three new presidents are taking office in U. S. colleges this fall. Of them none is a more able administrator than Dr. Clarence Addison Dykstra, the new head of the University of Wisconsin. Last winter Wisconsin's regents ousted dressy Dr. Glenn Frank, elected Dr. Dykstra who wears no spats, swings no cane,

but likes to raise his baritone voice in song while his wife accompanies him on the piano (*above*). Academically he won fame as a political scientist at Ohio State, the Universities of Kansas and California. Pragmatically he proved his science in seven years as City Manager of Cincinnati—"best-governed city in the U. S."



Now! Something never before possible, except in sterling...



## First Love

"First Love" brings to silverplate a deep richness of detail and a relief in ornamentation that have heretofore been possible only in "special-order" plate or expensive sterling.

This newest of patterns is introduced in celebration of the 90th year of America's best-known maker of exquisite silverplate...

**1847 ROGERS BROS.**



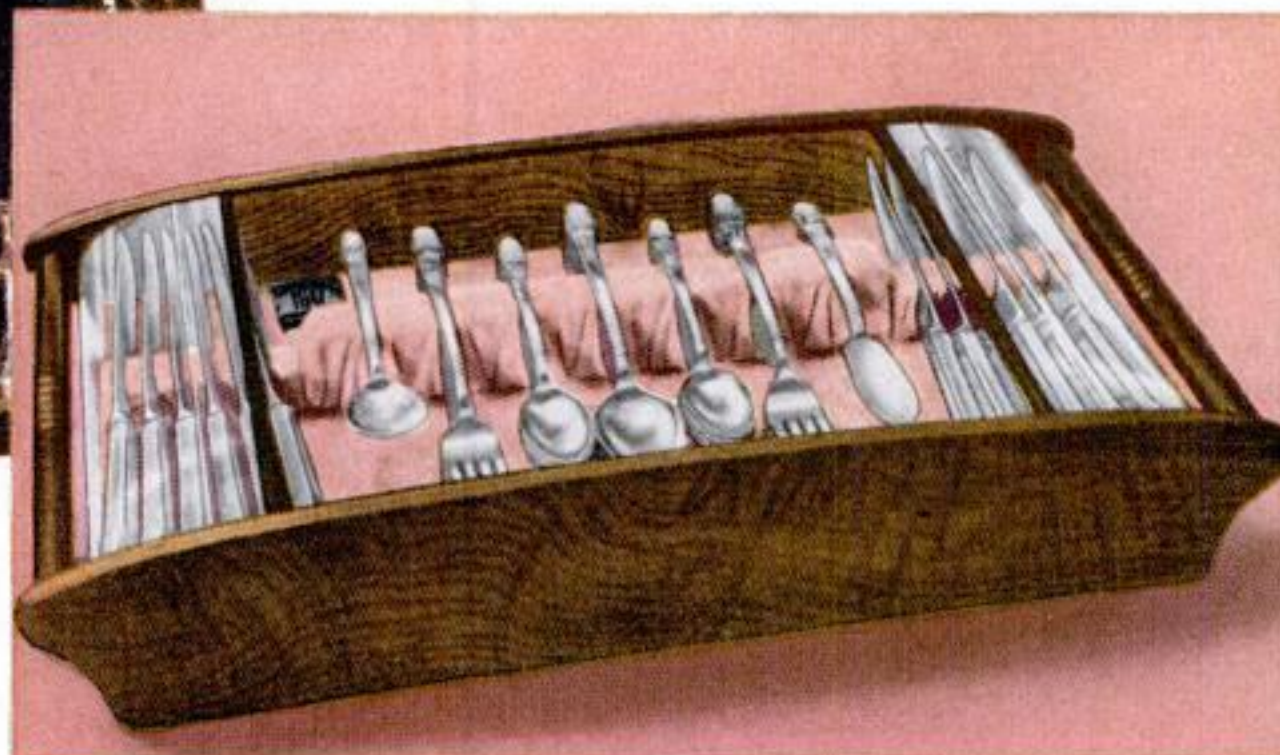
We Asked Rosalind Russell, charming M-G-M screen star, to name this new pattern. Her suggestion, and one we think particularly fitting, was "First Love."

**Tune In**— "The 1847 Silver Theatre," starring Hollywood celebrities. Columbia Network. Sundays at 5, E. S. T.

Since the year 1847, the tradition of beautiful silver has been handed down from father to son in the studios of 1847 Rogers Bros. Every piece of 1847 Rogers Bros. silverplate carries an unqualified guarantee. Look for the year-mark, 1847, on the back of every piece.

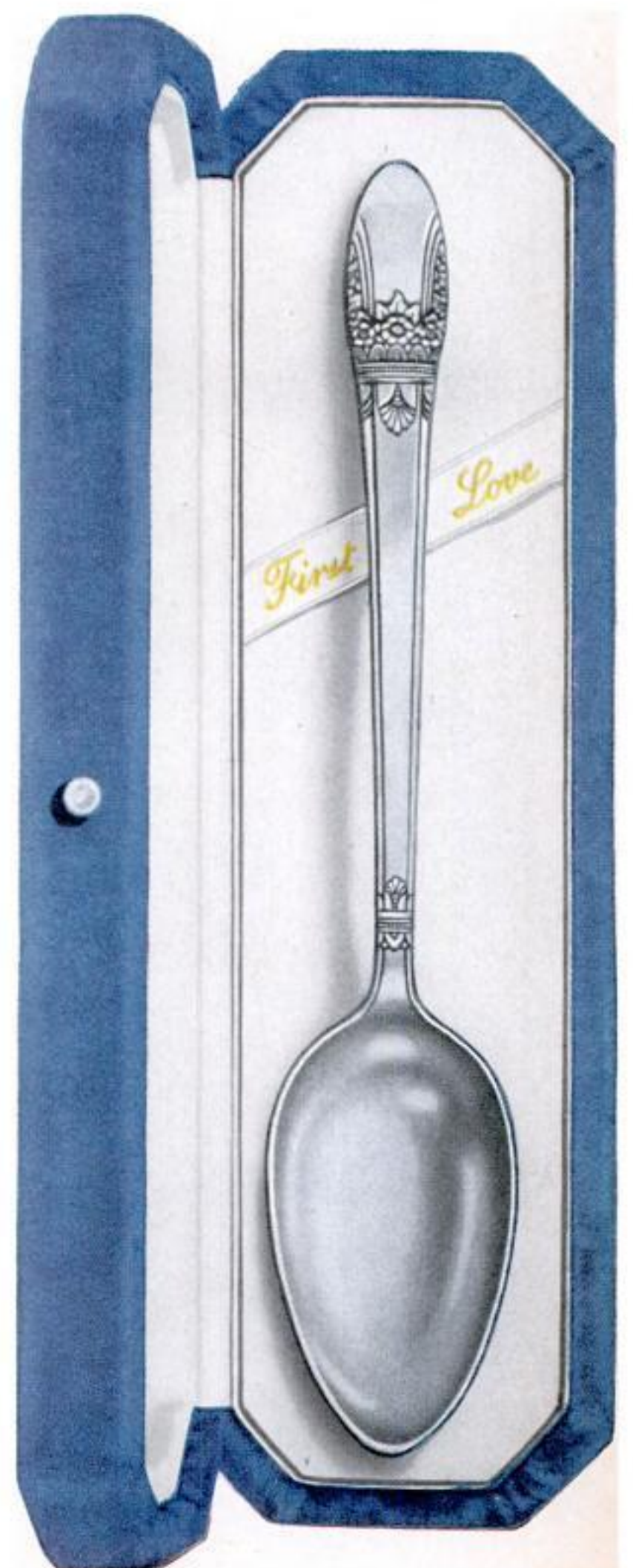


**\$1.50 Serving Fork, 45c**—A limited number are offered at this special price to acquaint you with the new "First Love" pattern. Get this serving piece at your dealer's.



**90th Jubilee Savings** on 90 and 60-piece sets celebrate 1847 Rogers Bros. 90th year—savings running as high as \$20.50. Smaller sets are priced as low as \$32.50, and all sets come in handsome (free) prevent-tarnish chests. Easy terms are available at your dealer's.

**INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.**





... And it



DON'T LET **RAW** WATER  
DESTROY YOUR BEAUTY

**PERMUTIT CONDITIONED WATER GIVES**



# COSTS LESS

## *to be lovely!*

\* Beauty's deadliest enemy is raw water! It contains dangerous impurities . . . harsh, irritating lime and other alkalies that dry the skin, clog the pores, cause blackheads and blemishes. The same slimy scum you see on your bathtub coats your skin and hair. It doesn't wipe off . . . sticks like glue. That's why movie stars shun raw water . . . use only pure soft water.

\* Now, by a modern miracle, you can condition the water supply in your own home . . . free it of all dirt, hardness, iron. Gives you water perfect for skin and hair. Ideal for drinking, cooking and all household uses. Sounds like an expensive luxury, doesn't it? Then here is the most surprising part: Conditioned water actually costs less than raw water! It saves its own cost. Saves half your soap. Makes clothes and linens last 25% longer. Reduces plumbing bills. Get the facts and figures on water conditioning. Send for free booklet, "What Permutit Water Conditioning Will Do for You."



Raw water reacts with soap to form a curd which clogs skin pores . . . makes skin dry, look old, often causes blemishes.



Raw water curd makes hair dull, stringy, sticky. Conditioned water gives new brilliance to your hair, brings out its natural beauty.



PORTABLE

**\$19.<sup>85</sup>** AND UP

For as little as \$19.85 you can enjoy softened water with a portable Permutit. And an electrically controlled, automatic unit which will condition the water for the whole house can be bought for 25c a day. Perfected by 25 years' experience . . . developed by the same engineers who have made Permutit standard equipment in industry. Distributed only by authorized Permutit dealers.



ELECTRIC AUTOMATIC

### DEALERS:

Permutit Franchises are still available in some valuable territories. It is the newest household necessity. It has irresistible appeal . . . a personal luxury that saves its own cost. Write today for Dealer Plan.

THE PERMUTIT CO., DEPT. L-7, 330 W. 42ND ST., N. Y. C. —

Please give me information about conditioning my water supply. I have checked the water troubles I wish corrected.

- ☐ Water is hard    ☐ Water contains iron  
☐ Water is dirty    ☐ Water is corrosive  
☐ Water has bad taste or odor  
☐ Send Dealer Merchandising Plan

Name.....

Address.....

City.....State.....

County.....

## Permutit

WORLD'S LARGEST SPECIALIST IN

## *Water Conditioning*

There is Permutit equipment to soften water, to take out dirt, bad taste and odor, to remove iron, to stop corrosion. A complete water conditioning service! Recommendations and analysis free.

# YOU COMFORT, SAVES WORK, SAVES MONEY

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KROEHLER SUITE NO. 8516

*"We're proud  
OF THE FURNITURE THEY MAKE"  
-You'll be proud of it, too*

Kroehler craftsmen are proud of the furniture they make. They are proud of its luxurious lounging comfort—proud of its distinguished styling and rich appearance.

They are proud, too, of its kiln-dried hardwood frames so ingeniously made for lifetime wear . . . and of the clean, sanitary curled filling that will never pack down . . . and of the cushions, filled with the Kroehler fine-wire spring unit, that will not lose their shape or softness.

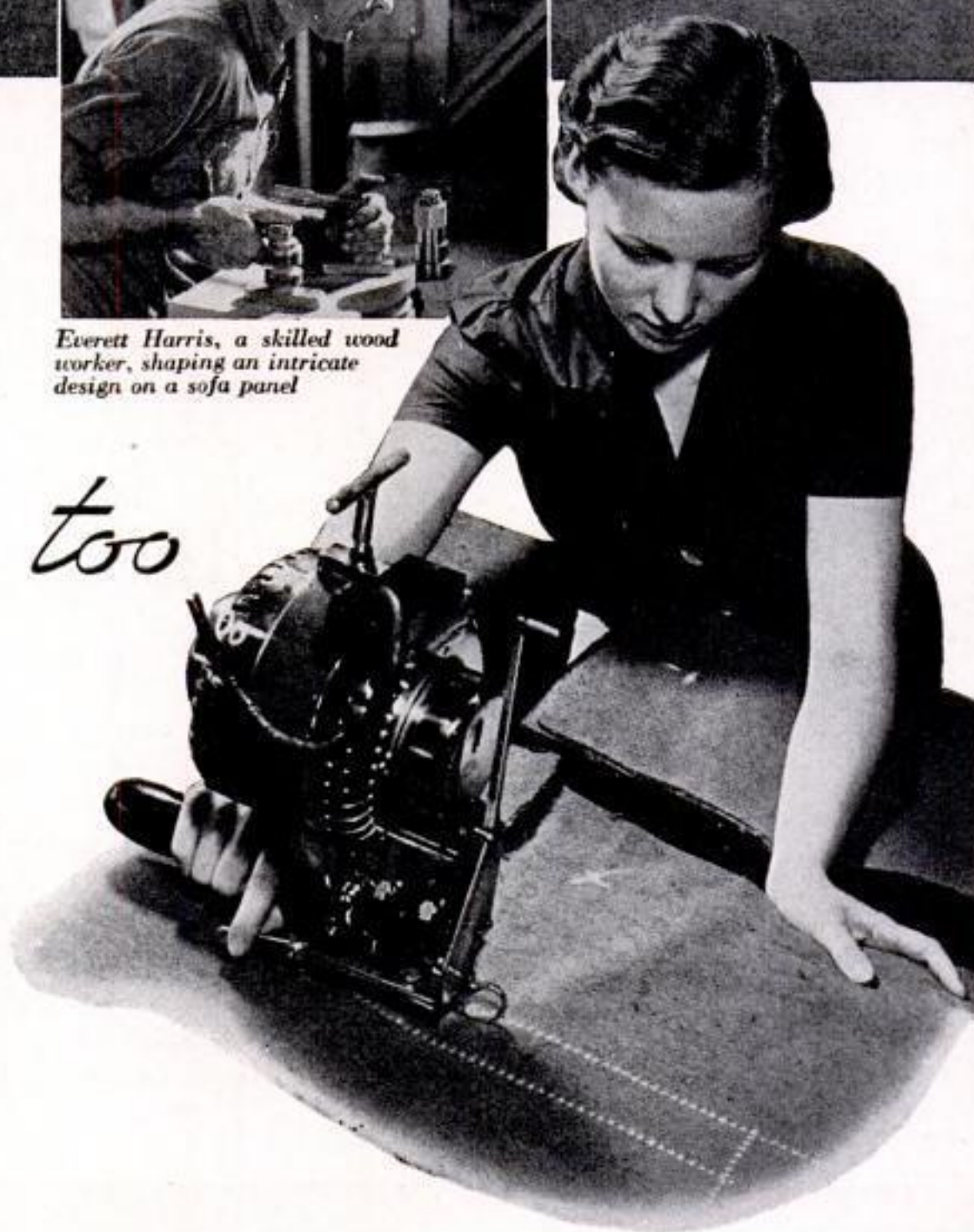
But these craftsmen are even more proud of the lasting durability they build into

Kroehler furniture. For they know how much more it costs and the extra skill needed to build the exclusive Kroehler non-sagging spring construction into furniture.

Be sure to see Kroehler furniture before you decide to buy. Admire its superb styling. Test its billowy restfulness. Ask about the famed Kroehler 5-star construction that assures lifetime comfort. Then compare price. Kroehler furniture outwears all others, which is proof that it's the greatest of all furniture values. Watch newspapers for nearby dealers' announcements.



Everett Harris, a skilled wood worker, shaping an intricate design on a sofa panel



Gladys Breed cuts covering fabrics with an electric cutter. Employed 8 years. 50 other skilled operators doing same work

LOOK UNDER THE  
CUSHIONS FOR THIS FAMOUS  
GUIDE TO QUALITY



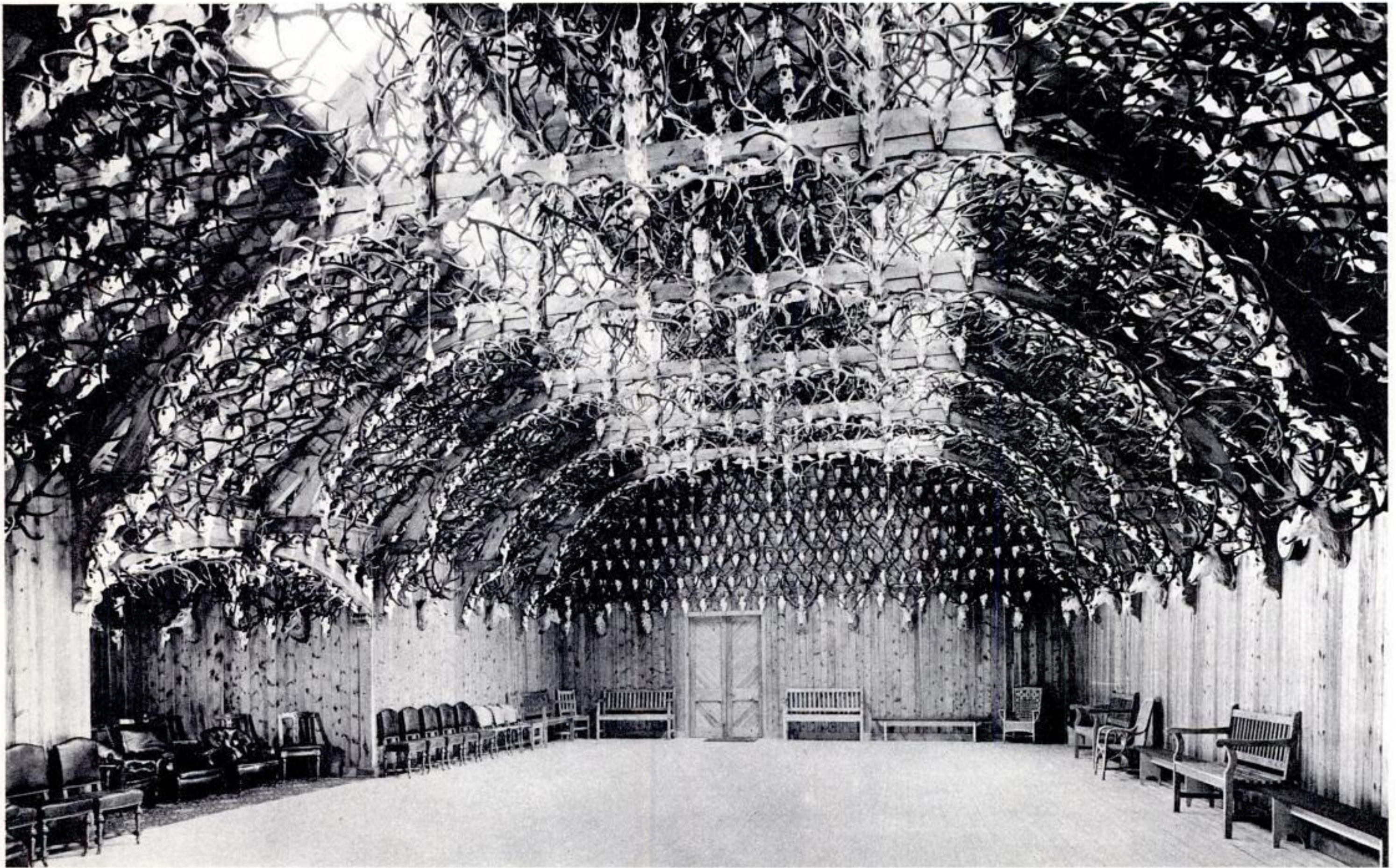
# KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER



## SPORT

## VICTORIA'S GRANDSON DECORATES HIS HUNTING LODGE IN SCOTLAND WITH ANTLERS



Three thousand heads of stags from the highland forests of Scotland decorate the rafters of the detached, pine-walled hall (above) of Mar Lodge, hunting retreat of Britain's Prince and Princess of Connaught. Leftovers line the dining room (below) and the corridors of Mar Lodge. This fantastic collection of antlers goes back to the 18th Century when an

ancestor of the Dukes of Fife bought this highland estate, near the King's castle at Balmoral from a dispossessed Stuart nobleman. The Princess of Connaught is the heiress of the Dukes of Fife. Her husband is a grandson of Queen Victoria. (King George VI is a great-grandson.) Most of these heads are at least royals (antlers having twelve points).





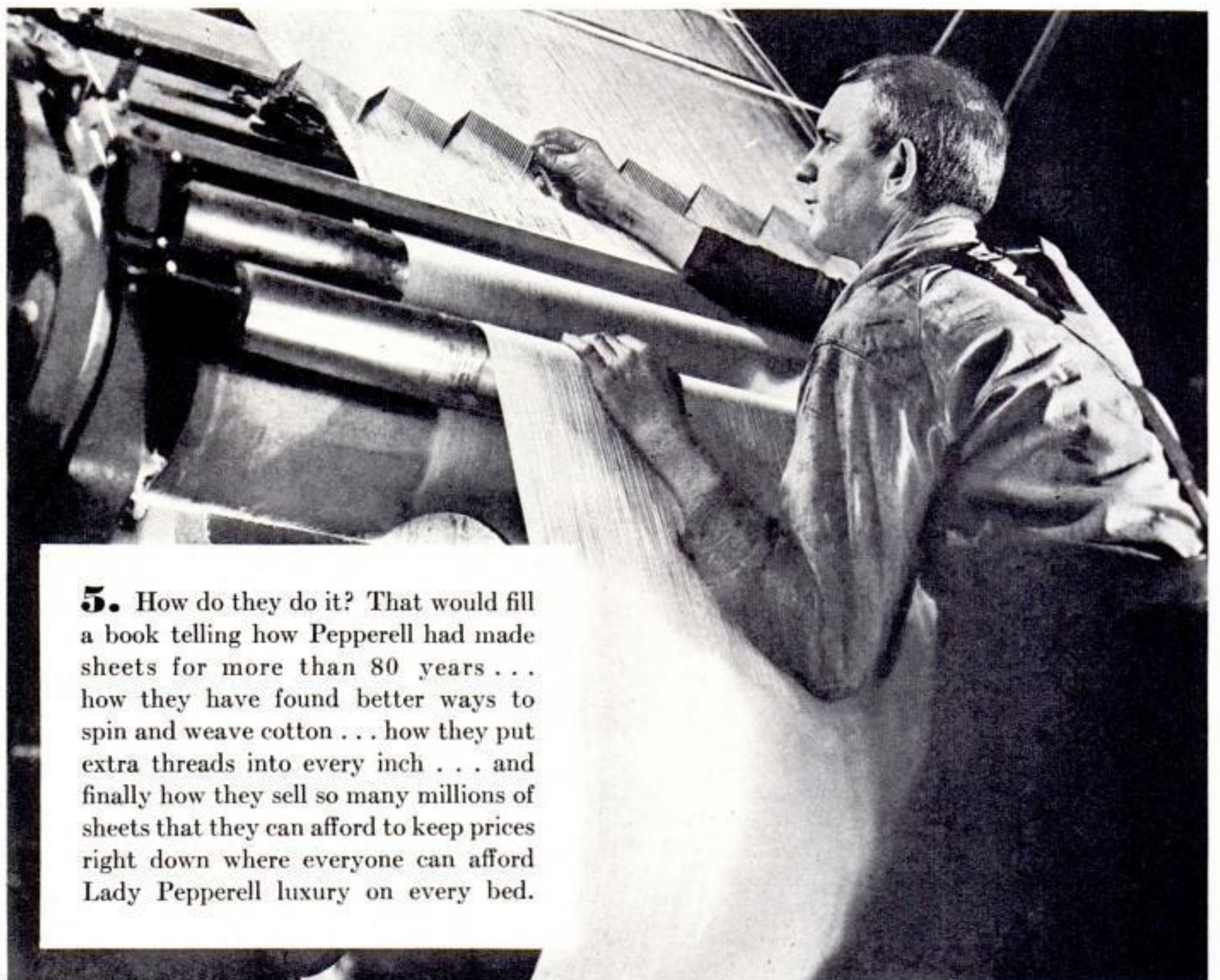


## LAST NIGHT THE *Webbs* SLEPT IN THEIR OWN GUEST ROOM

*A True-to-Life Story...wherein  
Mrs. Webb awakens to a home truth...  
Linda's judgment is vindicated  
and Mr. Webb says, "I told you so."*



4. "Goodness no!" said the girl in the sheet department. "Lady Pepperell sheets don't cost any more than ordinary sheets of similar grade. And when you consider how much nicer they are and how they come already laundered in beautiful boxes . . . well, I just don't see how they do it, I really don't."



5. How do they do it? That would fill a book telling how Pepperell had made sheets for more than 80 years . . . how they have found better ways to spin and weave cotton . . . how they put extra threads into every inch . . . and finally how they sell so many millions of sheets that they can afford to keep prices right down where everyone can afford Lady Pepperell luxury on every bed.

### OTHER SHEETS BY PEPPERELL

PEERESS TRUE PERCALE . . . The finest cotton sheet you can find—made of fine combed cotton. Fit for a queen!

PEPPERELL PERCALE . . . The guest room sheet par excellence. The luxury of percale at a thrifty price.

PEPPERELL DUCHESS . . . a popular medium-weight, durable muslin sheet.

RED LABEL . . . The utility sheet that is both long wearing and economical.



# Lady Pepperell

*Sheets and Pillow Cases*

PEPPERELL MANUFACTURING COMPANY, 160 STATE STREET, BOSTON, MASS.





**1.** "I'm sorry," said Mrs. Webb, "but the new paint isn't dry in our bedroom. So we'll simply have to sleep in the guest room". . . "Suits me swell," said Mr. Webb. "I've always had a hunch that our friends get better treatment than I do. Maybe you'll even serve my breakfast in bed!"



**2.** "I must be imagining things," said Mrs. Webb next morning, "but these sheets certainly feel a lot nicer than those on our bed." . . . "No, ma'am," answered Linda, "you ain't imaginin' nothin'. I put them Lady Pepperell sheets on the guest beds like you told me to yo'self when I fust come here."



**3.** "That's right," admitted Mrs. Webb on her way out. "I remember now. They were a gift and always seemed just too good for everyday. But perhaps they don't cost any more than our other muslin sheets. And after last night, I guess I'd better find out. I'll remember to ask when I'm in the stores."



**6.** Linda was mighty pleased when Mrs. Webb told her to put Lady Pepperells on all the beds. "I didn't want to do no complainin'. But these sheets sho' wash a lot better'n the others an' I kin do 'em quicker, too. They jist keep on lookin' new an' white as snow . . . and how they do wear. Lawdy!"

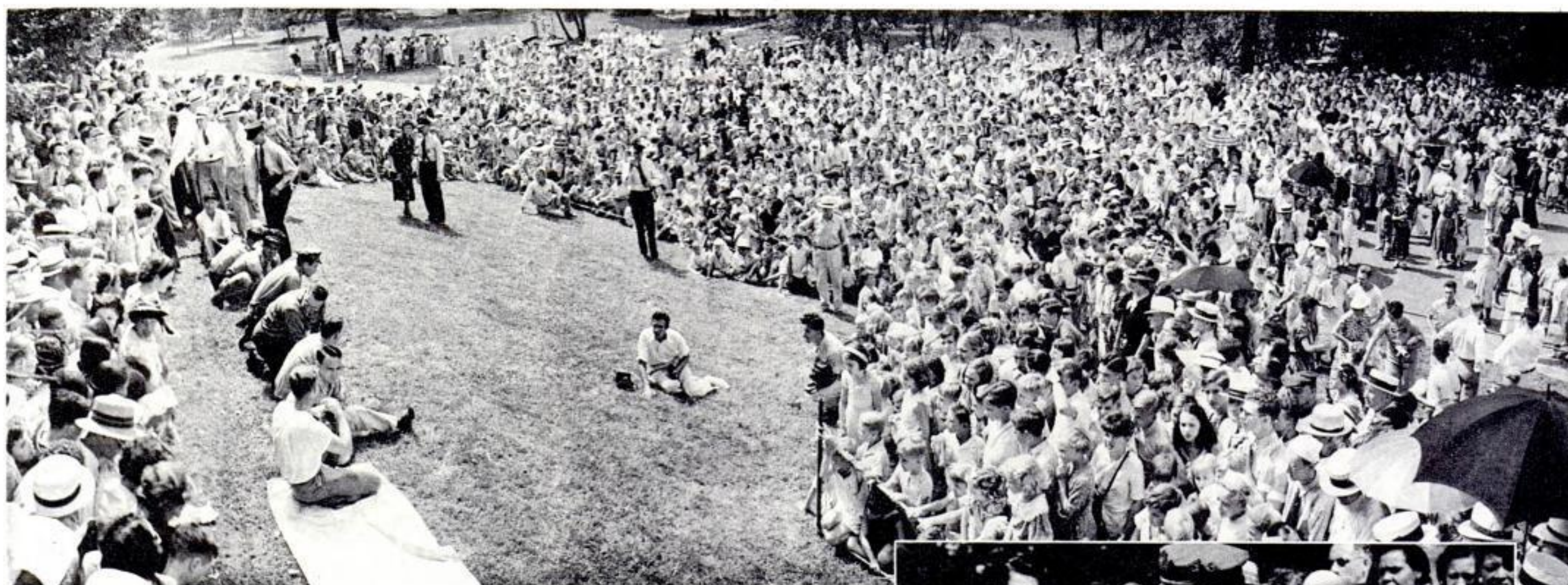


**7.** "What did I tell you!" said Mr. Webb when he heard about it. "Is that so!" countered Mrs. Webb. "And what do you know about sheets?" Mr. Webb didn't answer—he was the picture of a happy husband. He was sound asleep!

LOOK FOR THE  
PEPPERELL LABEL  
WHEN YOU BUY  
COTTONS AND  
RAYONS







## 2,000 PEOPLE SEE PYTHON GET FED THROUGH HOSE

A crowd of more than 2,000 people recently thronged the St. Louis Zoo to see Maharanee of Wangkoo, a 22½-foot python, get her monthly meal. While eight sturdy zoomen held the powerful, writhing body (*above*), another opened the python's jaws and another shoved a greased length of rubber hose several feet down her throat (*right*). Marlin Perkins, chief herpetologist of the zoo, then pushed seven pounds of fresh-killed rabbit meat through the hose into the python's stomach. The process was repeated three times to give Maharanee her monthly ration of 21 pounds. The python appeared discomforted but grateful. She has been unable to swallow normally since a tiger bite, sustained before her captivity, became infected.



# WORLD'S MOST POPULAR LAXATIVE NOW SCIENTIFICALLY IMPROVED!

**Ex-Lax—now  
better than  
ever!**



### TASTES BETTER THAN EVER!

No matter how much you may have liked Ex-Lax before, it tastes *even better* now! Its delicious all-chocolate flavor is smoother and richer than ever!

### ACTS BETTER THAN EVER!

Always dependable in action, Ex-Lax is now *even more effective*! It accomplishes its purpose more thoroughly—more smoothly—in less time than before.

### MORE GENTLE THAN EVER!

Ever famous for its mildness, Ex-Lax is today so remarkably gentle that, except for the relief you get, you scarcely realize you have taken a laxative.

FOR MORE THAN 30 years, millions of Americans have been proclaiming Ex-Lax "the ideal laxative" . . . "Ex-Lax is *everything* a good laxative should be!" people told us.

But, in the world of scientific research there are no such words as

"good enough." Skilled chemists are constantly at work, seeking new means of making good products *better*! And in the Ex-Lax laboratories the "impossible" has been accomplished!

After a long period of patient effort, a way has been found actually to *improve* Ex-Lax . . . to make it *even better* than ever before. A more satisfactory laxative in every way!

Regardless of your experience with other laxatives, you owe it to yourself to give the new Scientifically Improved Ex-Lax a trial. You'll find that it *tastes better—acts better—and is actually more gentle* than ever!

If you are suffering from headaches, biliousness, or that dull "blue" feeling often caused by constipation—you'll *feel better* after taking Ex-Lax!

Your druggist now has the new Scientifically Improved Ex-Lax in 10c and 25c sizes! *The box is the same as always—but the contents are better than ever!* Get a box today.

Now improved—better than ever!

**EX-LAX**  
THE ORIGINAL CHOCOLATED LAXATIVE



"Take my word for it.."

**There's no other tomato juice like Stokely's**



**There's no other tomato juice like Stokely's**

*...because it's*

- ✓ **The pure juice of America's prize tomatoes**
- ✓ **Made by an exclusive patented super-flavor process**
- ✓ **Sealed in special flavor retainer cans**

**Taste its different... richer... real tomato flavor and you'll never drink ordinary tomato juice again**

Let your first taste of Stokely's tell you there's no other tomato juice like it. The minute you open a can you'll know this tomato juice really *is different*. Stokely's is a *new kind* of tomato juice. No other juice tastes like it because no other juice is made like it.

*First*, Stokely's is the pure rich juice of America's *prize* tomatoes...the pick of the crop from the nation's finest tomato growing states.

*Second*, the juice of these prize tomatoes is carefully extracted by a patented *super-flavor* process which insures full body and uniform consistency. Stokely's flavor never varies.

*Third*, this delicious juice is quickly sealed in spotless *flavor retainer* cans which preserve the flavor indefinitely. You can actually smell the garden freshness in the empty Stokely can.

Taste Stokely's. Learn why everybody says "There's no other tomato juice like it." Buy a dozen cans at a time. If your grocer doesn't have it, he can get it for you.

**FREE Vegetable Doll and Paint Book.** A new way to get children to eat more vegetables. Give them this jolly jingle book. Contains vegetable and fruit cut-out dolls to paint. Mailed **FREE** for 12 Stokely labels. Address Stokely Bros. & Co., Inc., 2091 So. East Street, Indianapolis, Ind.



**Keep Several Cans in Your Refrigerator**—Everybody loves a chilled glass of Stokely's Tomato Juice any time—day or night. It's a delicious health drink. Tones up the system and keeps you fit.

**STOKELY'S *Finest* TOMATO JUICE**

A product of Stokely Brothers & Company, Inc., growers and canners of Vegetables • Fruits • Baby Foods • Catsup • Chili Sauce • Grapefruit Juice





# Oasis





# ...for modern caravans

45,000 TEXACO DEALERS

STAND BY

TO SERVE YOUR CAR

Every one of them offers you a gasoline that he has chosen to build his business upon . . . Texaco Fire-Chief, not just "regular" gas. Yet it costs no more than the gasoline you are now using.

He has put his judgment behind this gasoline because he knows that it has been developed as an emergency-duty fuel to give his customers quick response . . . that all slow-burning elements are removed . . . that it delivers full power on the road in less than  $\frac{1}{100}$ th of a second.

He knows that it is made to compensate for changes of season and of climate in various parts of the country. Quick starting and quick firing—anywhere.

Furthermore he knows this. When he cleans off your windshield or measures your tire pressure he does not feel he is doing you a favor. He knows he is doing himself a favor by bringing you back again to do business with him.

*Try a Texaco Dealer next time!*

## TEXACO DEALERS

*This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company . . . makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline, Marfak and more than 350 Industrial Lubricants.*

*Texaco Dealers invite you to tune in Eddie Cantor in "Texaco Town" Every Wednesday Night—Columbia Network—8:30 EST 7:30 CST 9:30 MST 8:30 PST*



**EMERGENCY DUTY GASOLINE AT NO EXTRA COST.** A good reason for stopping at Texaco Dealers. Originally developed for fire-engine and ambulance service, Texaco Fire-Chief has won millions of users by its livelier starting and road performance.



**"STAYS FULL LONGER."** Thank America's farmers for a remarkable oil-purifier, *Furfural*, made from farm crops. Furfural refined, New Texaco Motor Oil is free from oil impurities that result in excessive engine wear. It gives full lubrication with less oil used.



**YOU MAY SAVE \$100 BY SAYING "MARFAK."** Don't say "grease it," ask for Marfak...a sturdier, longer-lasting chassis lubricant. Used car dealers tell us that proper lubrication can add \$50 to \$100 to a car's trade-in value. *Let us Marfak your car!*



WELCOME AIDS FOR  
*Difficult Days*



**HICKORY**

WOVEN-to-SHAPE

Sanitary Belts

with

**MARVELOX**

GRIP

- no pins
- no tapes
- no bulk

Soft Lastex  
woven-to-shape  
s-t-r-e-t-c-h-e-s

Instant-action grip  
for quick, constant  
security.

Boilable—will not  
lose their com-  
fortable fit.

So much comfort  
for so little! As  
sketched, 50c.

**A. STEIN & COMPANY**  
1159 W. Congress St.  
Chicago

*If your dealer cannot  
supply you—use:*

**MAIL-O-GRAM**

Please send me 2 Marvelox Belts. Enclosed is \$1.

Width: ..... Narrow ..... Medium ..... Wide

Waist Measure: ..... inches

Name .....

Address .....

City ..... State .....

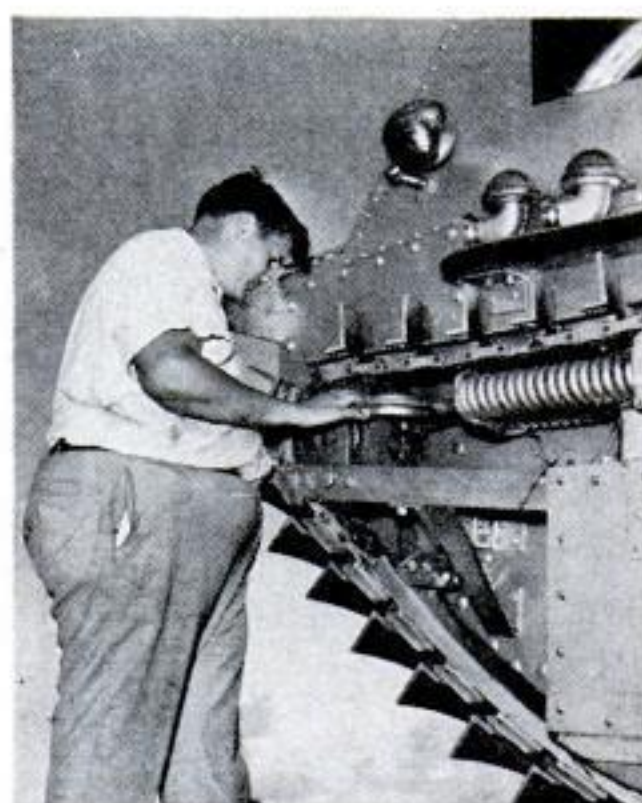
Dealer's Name .....

## ROEBLING'S "ALLIGATOR" FOR FLORIDA RESCUES

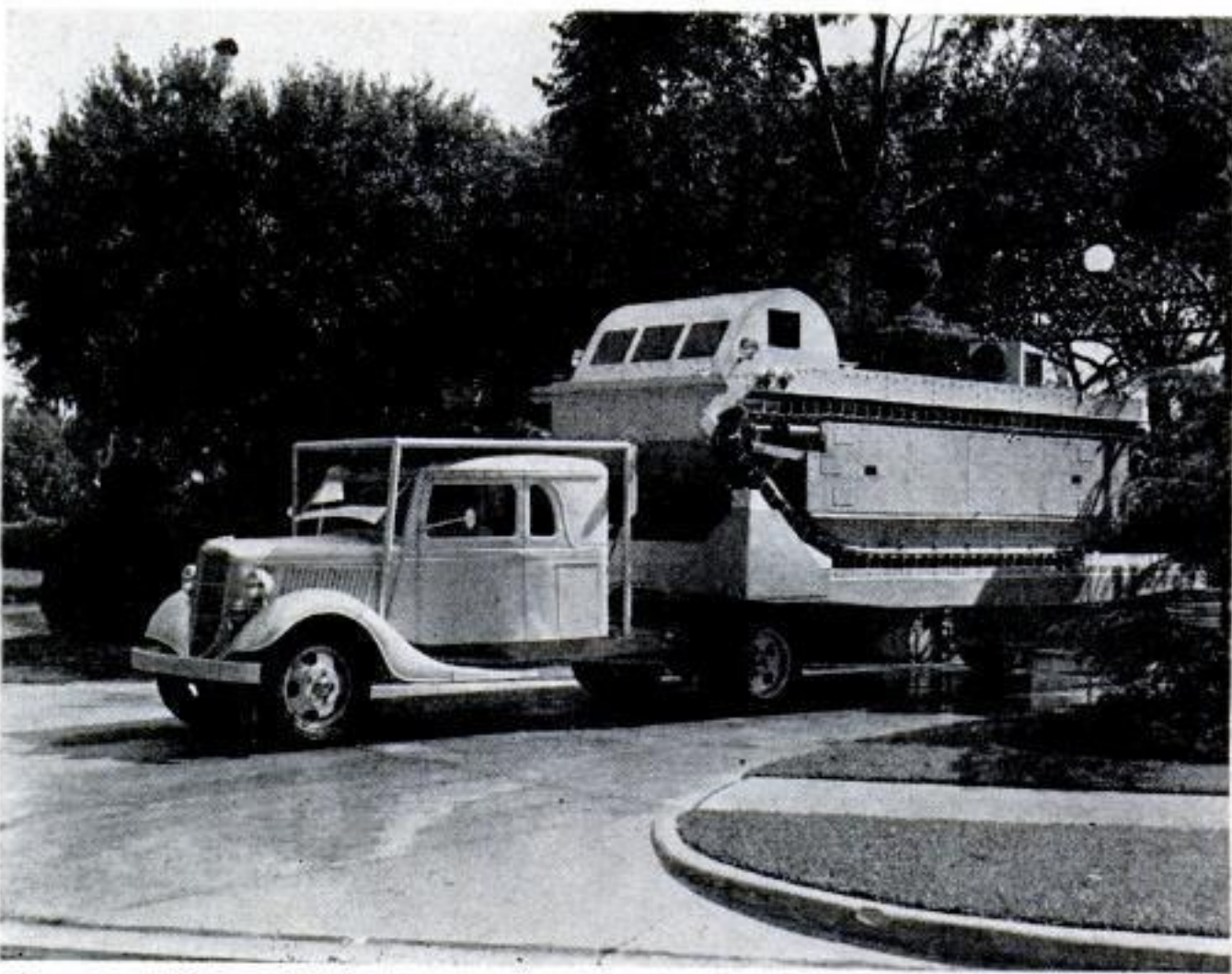
Shocked by the great Florida hurricane of September 1935, John A. Roebling of New Jersey's bridge-building family told his 28-year-old son, Donald, that some sort of amphibian vehicle might have saved many lives by transporting victims through swamps, over drowned roads, across debris-filled bayous. Donald agreed, went to work, after many expensive months produced the "Alligator," shown in operation on his Florida estate.



On Roebling estate at Clearwater, Fla., Donald planned, built his amphibian.



Inventor Donald Roebling is seen here examining his swamp tank's fin-treads.



The 8,700-lb. Alligator leaves the Roebling's grounds by truck for a trial run. It is built of duralumin, three times as resilient as steel, one-third its weight.



Through a mangrove swamp the Alligator crashes without faltering, grinding whole trees and shrubs to matchwood. Its maximum speed on land is 18 miles an hour.

**Guaranteed  
FOR ALL CARS**

**Hā Dees  
3WAY CAR  
HEAT**



Powerful pressure blast to de-froster; special supply of heat for footwarmer; full, free flow of heat throughout the car... HāDees "Chief" for only \$9.95... Ford special with double water flow... Super-Sedan for rear seat luxury... four other beautiful, brand-new models. Each gives you more heat for your money. See them at your HāDees dealer; write today for fully illustrated folder.

**LIBERTY FOUNDRIES COMPANY**  
Rockford - Illinois

**HāDees**  
THE COMPLETE SYSTEM OF CAR HEATING

## SALT IS BEST SAY DENTISTS



Salt cleanses, salt heals, salt protects. That is why so many dentists urge their patients to use a salt solution when brushing their teeth. But salt in its ordinary form is not particularly pleasant or easy to use. That is why this new Worcester Salt Toothpaste is so highly recommended. It cleans safely and pleasantly—and it leaves your mouth delightfully refreshed. Write for free sample to Dept. 110, Worcester Salt Co., 40 Worth Street, New York City.

**Worcester Salt  
Toothpaste**

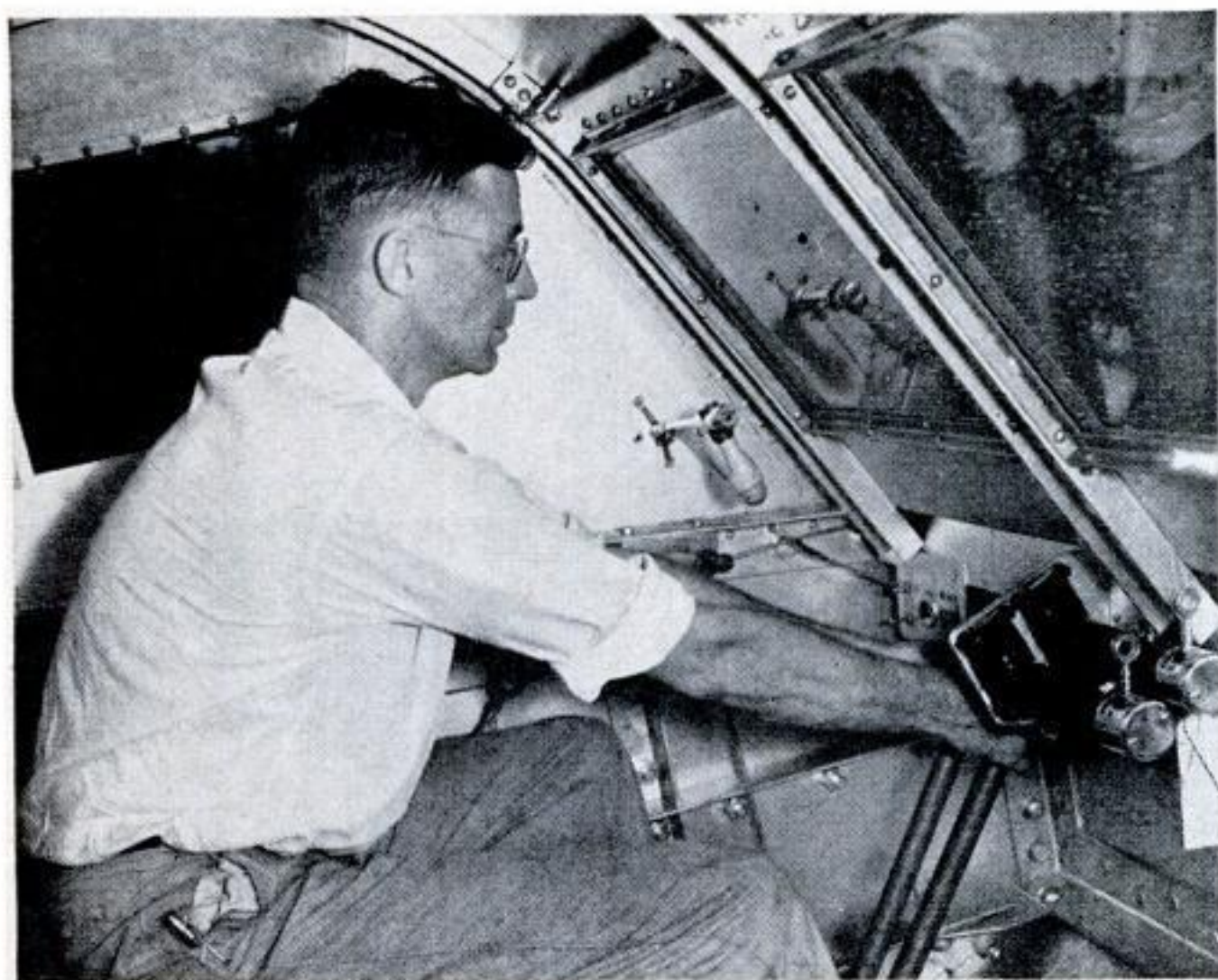




Up an embankment Roebling's rescue craft lifts its tough chassis. In the empty passenger compartment 40 persons may ride from stricken areas to safety.



On water at 8½ m.p.h., the Alligator is propelled forward by the lugs on its endless tractor treads. The machine is radio-equipped for rescue appeals.



In the control cab sits Al Williams, Roebling's collaborator, operating the Ford V8 85-h.p. motor. The Alligator's estimated production price: \$10,000.



YOU'LL LIKE THE MAGNIFICENT

## FRENCH LINE FLEET

• Convenient French Line sailings allow you to plan a trip in perfect keeping with the time and money you have to spend. Whichever ship you choose, you will have food that is the delight of epicures (a sound wine included at all meals) . . . friendly service by English-speaking stewards . . . an airy, spacious cabin . . . and the reliable seamanship of Breton and Norman sailors.

• The Ile de France blends the appointments of an express liner with the gay and charming atmosphere of the Paris boulevards. The Lafayette is known to thousands as their favorite cruise ship. The Champlain, trim and jaunty, has special appeal because of its broad and unobstructed sports deck. The De Grasse, completely reconditioned, has among other features an indoor and an outdoor swimming pool. And the Normandie, of course, is the world's largest and fastest vessel, truly the acme of the shipbuilders' art.

• Your Travel Agent will gladly secure reservations for you, without charge. French Line, 610 Fifth Avenue (Rockefeller Center), New York.

From New York to England and France, and thus to all Europe: ILE DE FRANCE, Oct. 28 • NORMANDIE, Oct. 15, Nov. 10, 24 • CHAMPLAIN, Oct. 23, Nov. 20.

Fly Anywhere in Europe via Air-France





# ON OCTOBER 3rd RADIO'S FOREMOST COMEDIAN WILL SAY "JELL-O AGAIN"



**Waiting for "The Bee" in 1909.** As first violinist in the Waukegan, Illinois High School Band, Benny learned to play "The Bee" by heart—would play it on the radio now if Music-Master Phil Harris didn't watch him like a hawk!



**Quiet please, the show is on!** 7 P.M., E.S.T.; 6 Central; 9:30 Mountain; 8:30 Pacific. Over N.B.C.'s Red Network.



**Static at the pool.** Jack and scriptwriters concocting nonsense. Seems gags, like vegetation, flourish in a wet spot.



**Sam Hearn** (Schlepperman), beloved dialect comedian, rejoins the show October 3.



**Kenny Baker**, the timid young tenor, sings lilting love ballads in an inimitable style.



**Phil Harris**, orchestra leader, plays sweet... plays hot...stooges when not batonning.



**Andy Devine**, famous gravel-voiced comic of the movies, delivers a laugh a minute.

**J**ACK BENNY, voted radio's most popular personality, gathered an average of over 22,000,000 people to the loudspeaker for his broadcasts every Sunday night last season. That makes the Benny show "super-colossal" as a radio attraction—in a class with the big championship prizefights.

Jack's genial "Jell-O again" blows the lid off a fast and hilarious program full of chuckles, chortles and chaff. Benny is the fall-guy. With endearing good-nature, he takes it on the chin

Sunday after Sunday from everybody else in the show; no comedian on the air is as skilful at the receiving end of the Raspberry. (He also does very well with Strawberry, Cherry, Orange, Lemon & Lime.)

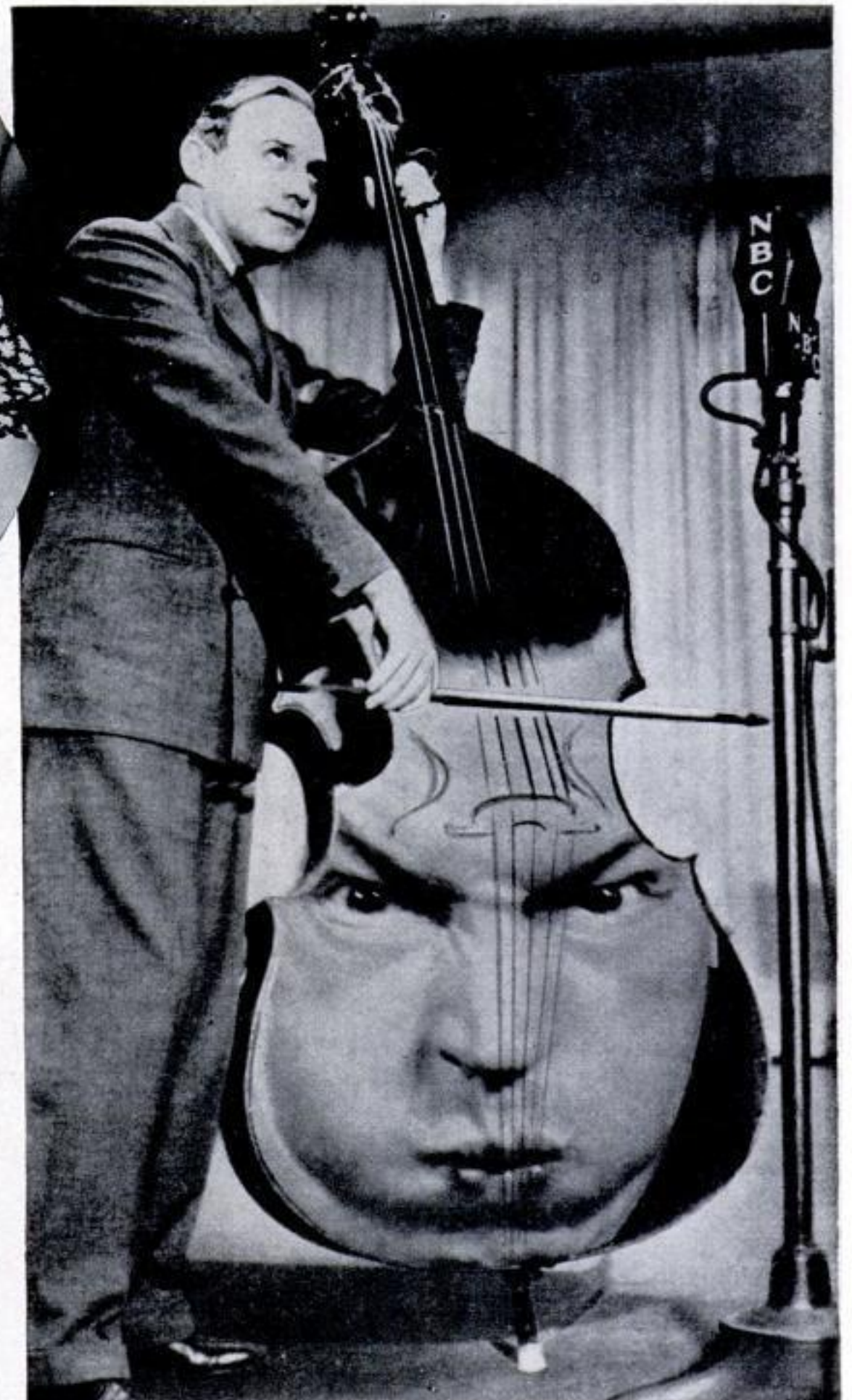
On Sunday, October 3, Jack Benny, assisted by Mary Livingstone and a top notch cast, begins a fourth year of Jell-O broadcasts. Millions of people missed Benny when he was on vacation, millions will be at the dial to tune him in when he returns to the air Sunday night.



**Mary Livingstone**, America's favorite poetess, reciting that American quasi-classic, "Labor Day, O Labor Day." Mary's poetry and patter keep people in stitches, from coast to coast.



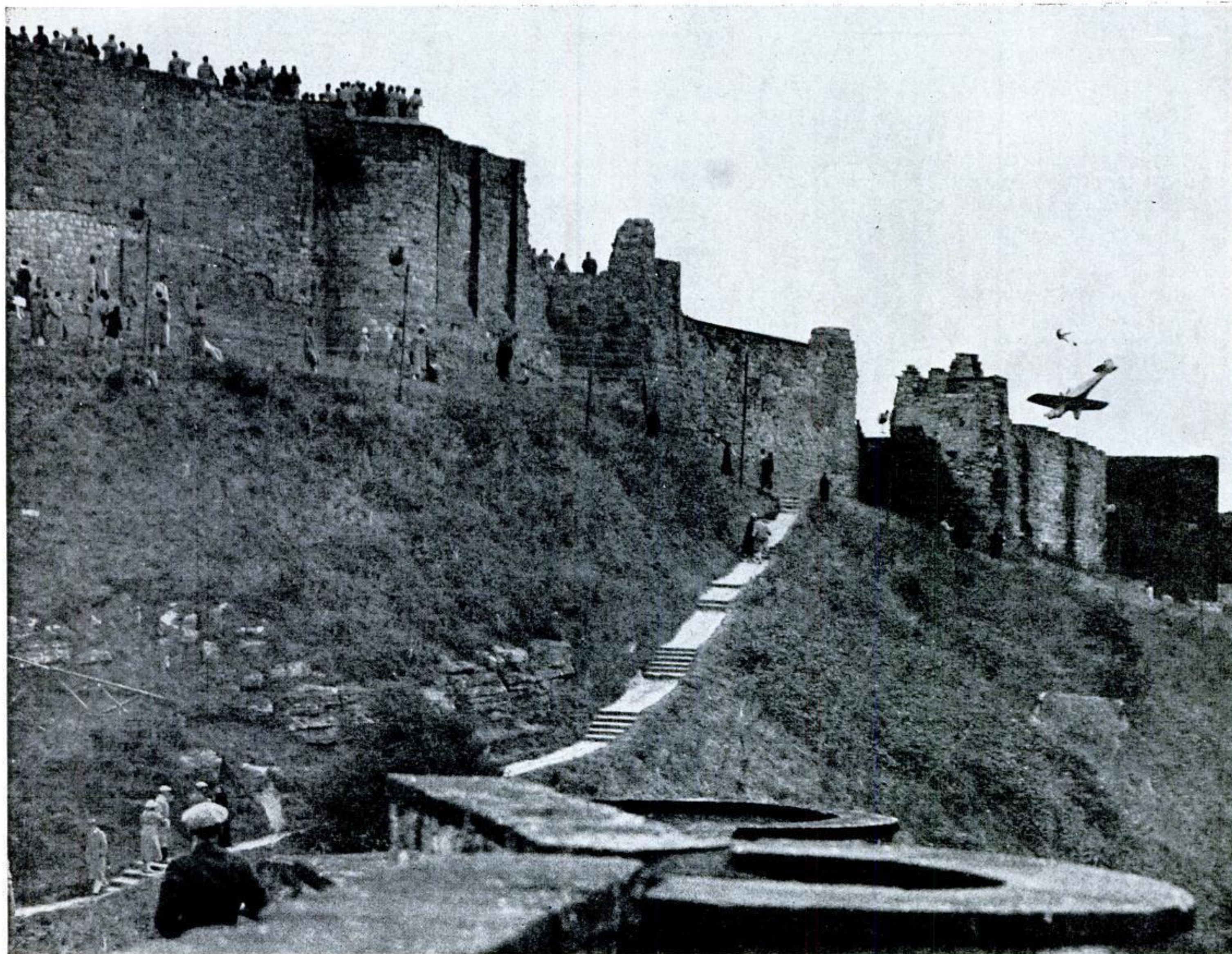
**Extra-rich** is the jovial voice of Announcer Don Wilson dwelling on Jell-O's six delicious flavors.



"They laughed when I first stood up to the bull fiddle," says Jack, about to render "The Bee" at long last. But isn't that Fred Allen frowning? Over 33,000,000 people heard Jack and Fred patch up their feud on the radio one evening last March.



# THE CAMERA OVERSEAS: KING'S CUP RACING PLANE THROWS PILOT OVER SCARBOROUGH CASTLE



THE PLANE AT RIGHT IS ABOUT TO CRASH OVER SCARBOROUGH CASTLE WALL. FIGURE IN AIR ABOVE PLANE IS PILOT HILTON. INSIDE IS SHERREN



PILOTS SHERREN (LEFT) AND HILTON BEFORE RACE

The 27 entrants in Britain's annual King's Cup Race, Sept. 10, were required to make a low turn over Scarborough Castle to be identified. Several were observed to bump in a bad air current over the cliff. Wing Commander E. G. Hilton, an experienced flier of 42 who once raced to Cape Town, made the turn at 120 m.p.h. in a steep bank and then hit an air bump. As the plane went out of control, he was thrown clear (*see top*) to be picked up dead at the foot of the cliff. His pilotless plane crashed on Castle Hill (*right*), decapitating Owner Sherren.



BEYOND CASTLE WALL, SHERREN'S MILES FALCON CRASHED ON CASTLE HILL





NYON IS 15 MILES FROM GENEVA BY ROAD



NYON'S SALLE COMMUNALE IS OPENED UP



ITS HALL IS GIVEN A GREAT CLEANING

## THE CAMERA OVERSEAS: THE MEDITERRANEAN "PIRATE" PATROL STARTS FROM A SWISS LAKE

Sudden glory came to the undistinguished Swiss village of Nyon on Lake Geneva when, on Sept. 10, the bigwigs of the League of Nations motored out in a drizzle from Geneva to Nyon's Community Hall. The reasons Nyon was chosen were: 1) it was far enough (15 mi.) from Geneva to make its proceedings distinct from those of the League of Nations, and 2) it was near enough for the various nations' League delegates to double as Nyon Conference delegates. Most of them continued to live in Geneva, drove to Nyon for the sessions. Outside the aura of the League, the nine nations' delegates on Sept. 14 signed an agreement to establish a naval patrol against "pirate" submarines, planes and warships in the Mediterranean. Russia had openly charged that the submarines were Italian. Having indignantly snubbed the Conference, Italy at length opened "diplomatic conversations looking toward participation" in the patrol. But Italy wanted it clearly understood that she was a Class A Mediterranean Power, equally responsible with any other nations for order in the Mediterranean. The "pirate" submarines, meanwhile, had not been heard from for three weeks.



Nyon's Mayor, Syndic Josef Schranz (left) welcomes Britain's Admiral Chatfield. The Syndic rose to his great moment with a speech pointing out that the Mediterranean is watered by Nyon's Lake Geneva.



Admiral of the Fleet, Sir Ernle Montacute Chatfield, head of Britain's naval delegation, promptly turns to welcome his friend, Turkey's Foreign Minister Rushtu Aras (right).

FRANCE'S DELBOS (BALD SPOT, CENTRE) LUNCHES HIS NYON CONFEREES. BRITAIN'S EDEN (RIGHT), NYON'S SYNDIC, RUSSIA'S LITVINOFF FACE HIM







A SWISS SCRUBWOMAN MOPS THE PORCH



FLOWERS ARE BROUGHT IN (SEE BOTTOM)

NYON'S STREETS ARE HOSED FOR DIPLOMATS



Britain's Anthony Eden (left) and one of his own Foreign Office aides scrutinize the first draft of the Nyon agreement to outlaw "pirate" submarines in the Mediterranean, at the Delbos luncheon.



The British signature to the final agreement Sept. 14 is affixed by British Foreign Secretary Anthony Eden, surrounded by British experts. The lean man at left is chief

of the Admiralty experts, Admiral Ernle Chatfield. The beefy man on Eden's other side is chief of the British Foreign Office experts, Sir Robert Gilbert ("Van") Vansittart.

OPENING SPEECH BY FRANCE'S FOREIGN MINISTER YVON DELBOS (STANDING, CENTRE) 5 P. M. SEPT. 10 IN NYON'S COMMUNITY HALL. BRITONS AT LEFT TABLE





# THE CAMERA OVERSEAS: TWO TRIBES OF SAHARA SHEPHERDS FIGHT FOR AN OASIS PASTURAGE IN



**Defense of the oasis** by the tribesmen of Sheik Ali Mohammed Ibn Jussuf. The guns are bought from French

traders in the coastal settlements. They are paid for with cattle. These desert fighters are comparatively poor shots.



**Sheik Ben Achmed** was slightly wounded in the fight. Immediate neighbors of Negro Central Africa, these tribes are racially Semitic.



**SHEIK BEN ACHMED'S MEN SLIDE DOWN THE BANKS OF A WADI (DEAD RIVER BED) TO ATTACK THE DEFENDERS OF THE OASIS (TOP, LEFT)**



# THE SOUTHERN DESERT



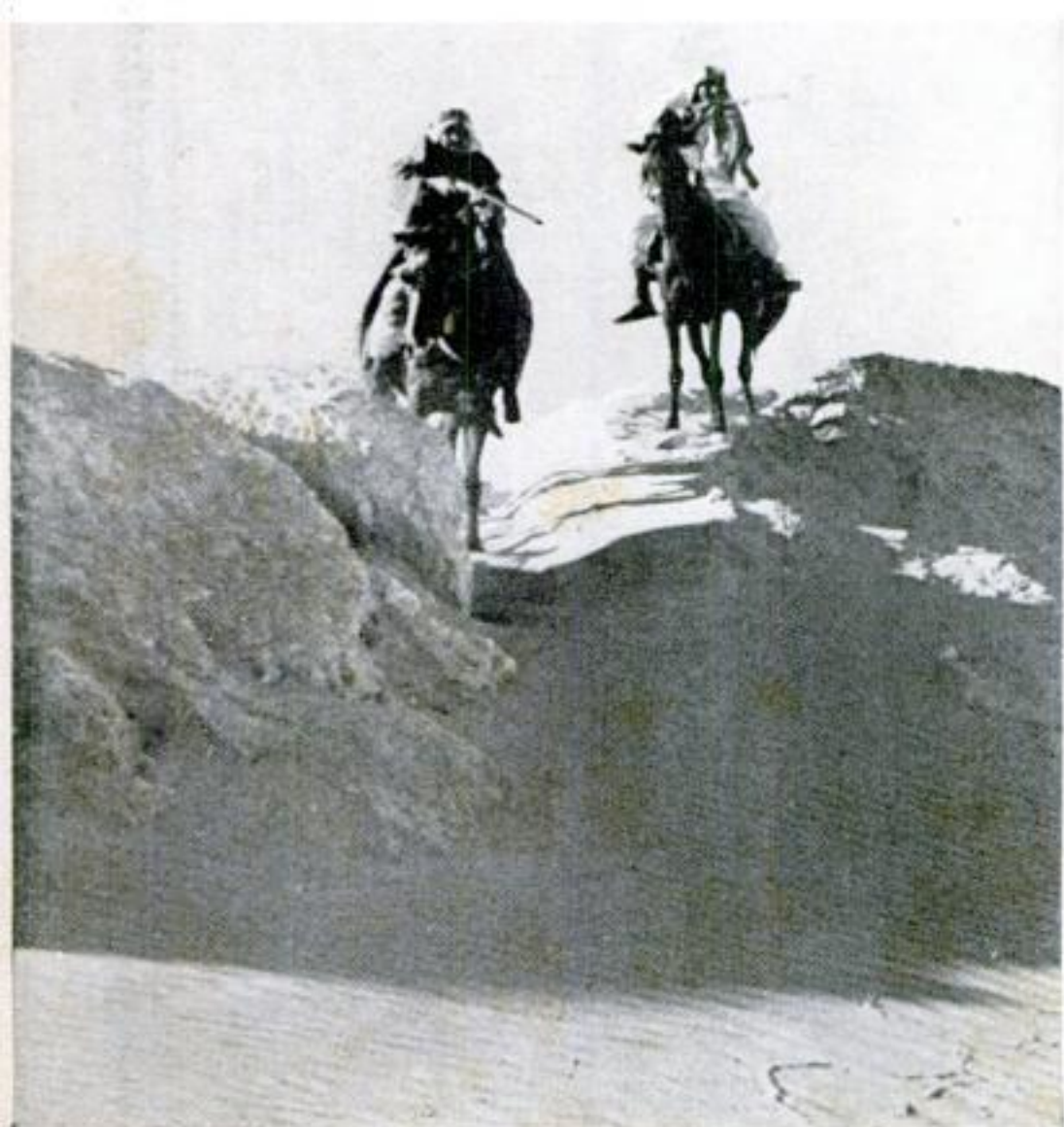
Sheikh Ali Mohammed Ibn Jussuf tried first to negotiate reasonably with Sheikh Ben Achmed for exclusive grazing rights in the oasis.



THE NEGOTIATIONS BETWEEN THE TWO SHEIKS TURNED INTO A WRESTLING MATCH



THE WRESTLING MATCH WAS A DRAW, AS THE TWO TRIBES WATCHED IN SILENCE



SHEIK ALI'S SCOUTS, BY TELESCOPIC LENS





## THE CAMERA OVERSEAS: 136,000,000 PEOPLE SEE THIS PICTURE OF SHANGHAI'S SOUTH STATION



**A**fter 16 Japanese bombing planes had flown home, Aug. 28, H. S. ("Newsreel") Wong, famous Hearst cameraman, was first to reach the dreadful scene at the Shanghai South Station. He got this picture-of-the-week—a Chinese baby amid the wreckage. A print of it was sent through International News

Service to all Hearst newspapers, totaling 25,000,000 readers, and to 35 non-Hearst papers totaling 1,750,000. It went in a mat reproduction to 800 other papers in the U. S., totaling 4,000,000. To foreign newspapers International distributed the same picture, adding another estimated 25,000,000 readers.

In the "News of the Day" newsreel, the sequence containing the baby was seen by some 25,000,000 movie-goers. Movietone News bought it, showed it to another 25,000,000. Together both newsreels are showing it to another 30,000,000 movie-goers abroad. This Chinese baby's potential audience: 136,000,000.

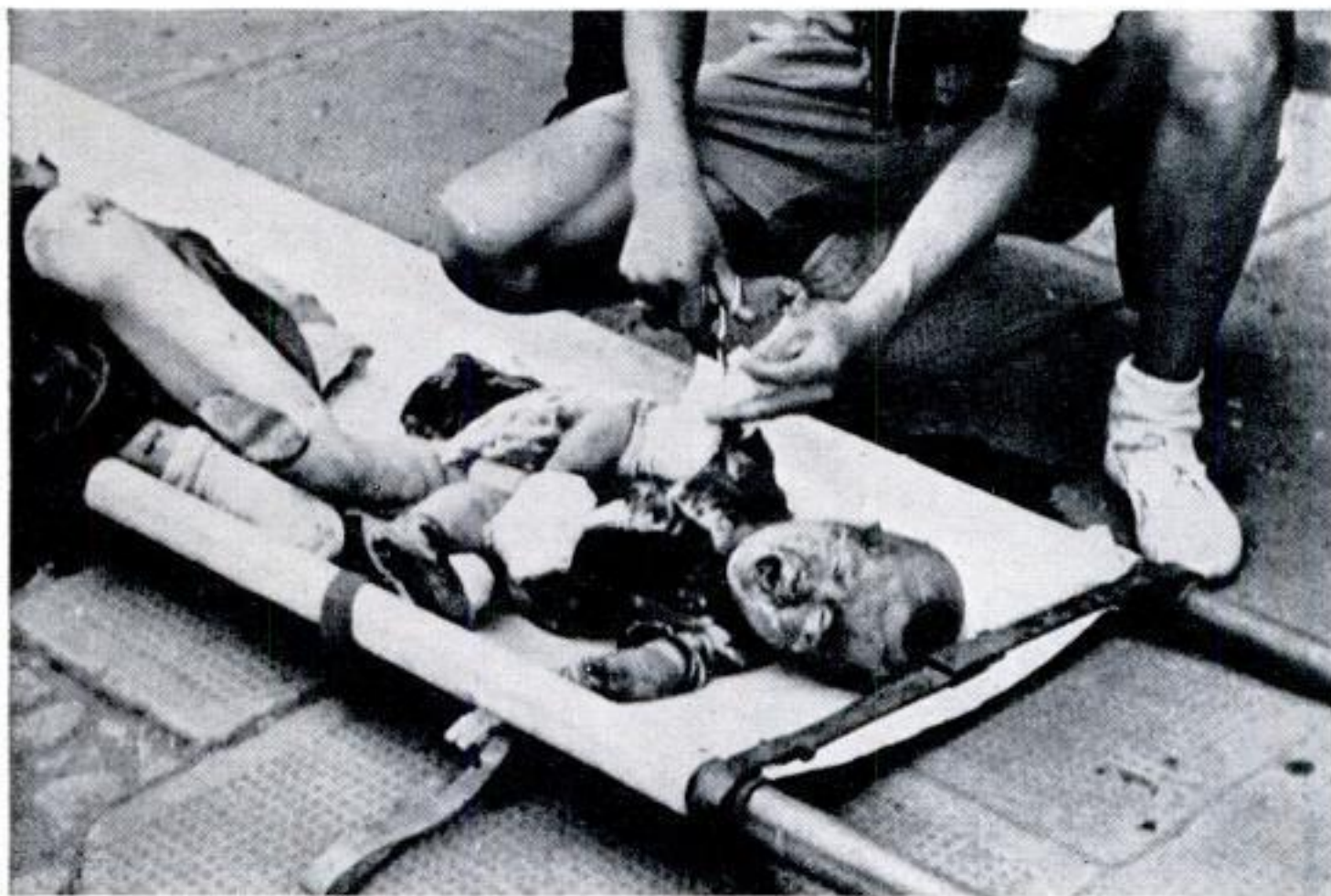


On Sept. 21 the U. S., Britain and France protested to Japan against the bombing of civilian populations in China. Occasion for this was the bombing of Nanking, China's capital, where the foreign embassies are. But civilian centres had been bombed in China before that—as in Tientsin, July 29 (*right*). A purely military (i.e., legitimate) bombing was the bombing of Tsangchow (*bottom left*) and shellfire leveled part of Peiping (*right centre*).

But Nantao, home of the Chinese baby (*below and on opposite page*), is a purely civilian centre, the teeming native quarter in Shanghai south of the French Concession. Some Chinese troops had marched through it, in circling the International Settlement from the southern to the northern lines around Shanghai, because there was no other way to go. The Japanese had announced that they might soon give warning of a bombing attack on civilian Nantao. Without warning, at noon Aug. 28, two Japanese bombing squadrons of eight planes each droned over Nantao and leisurely bombed the daylight out of it. At South Station, hundreds of poor Chinese, largely women and children, were waiting for an overdue train for Hangchow to the south. Some 200 were killed, including 15 babies. Foreign correspondents reported the planes seemed to have missed South Station but these pictures of the holocaust contradict them.



MOTHER AND TWO CHILDREN NAP IN TIENTSIN BETWEEN BOMBINGS BY JAPANESE



The same Chinese baby as shown on opposite page in Shanghai's South Station wreckage was taken in charge by a Chinese Boy Scout and given first aid on the station platform.



At Peiping, Aug. 1, survivors wander amid shelled ruins. These Chinese and those at Tientsin were penalized for guerrilla sniping by their countrymen against the Japanese invaders.



Tsangchow was naturally bombed, Sept. 10, because it was a link in China's heavy fortifications across Hopeh Province

in northern China. This picture was taken by a Japanese pilot. On Sept. 24, Japanese invaders captured Tsangchow.



A winning smile breaks on this citizen's face in a Shanghai hospital, despite the recent loss of his left arm.



## LIFE ON THE AMERICAN NEWSFRONT: WALL STREET GETS A NEW GOVERNMENT WATCHDOG



The face of William O. Douglas (above) will be studied from all angles by anxious businessmen because on Sept. 21 he was made chairman of the Securities & Exchange Commission.

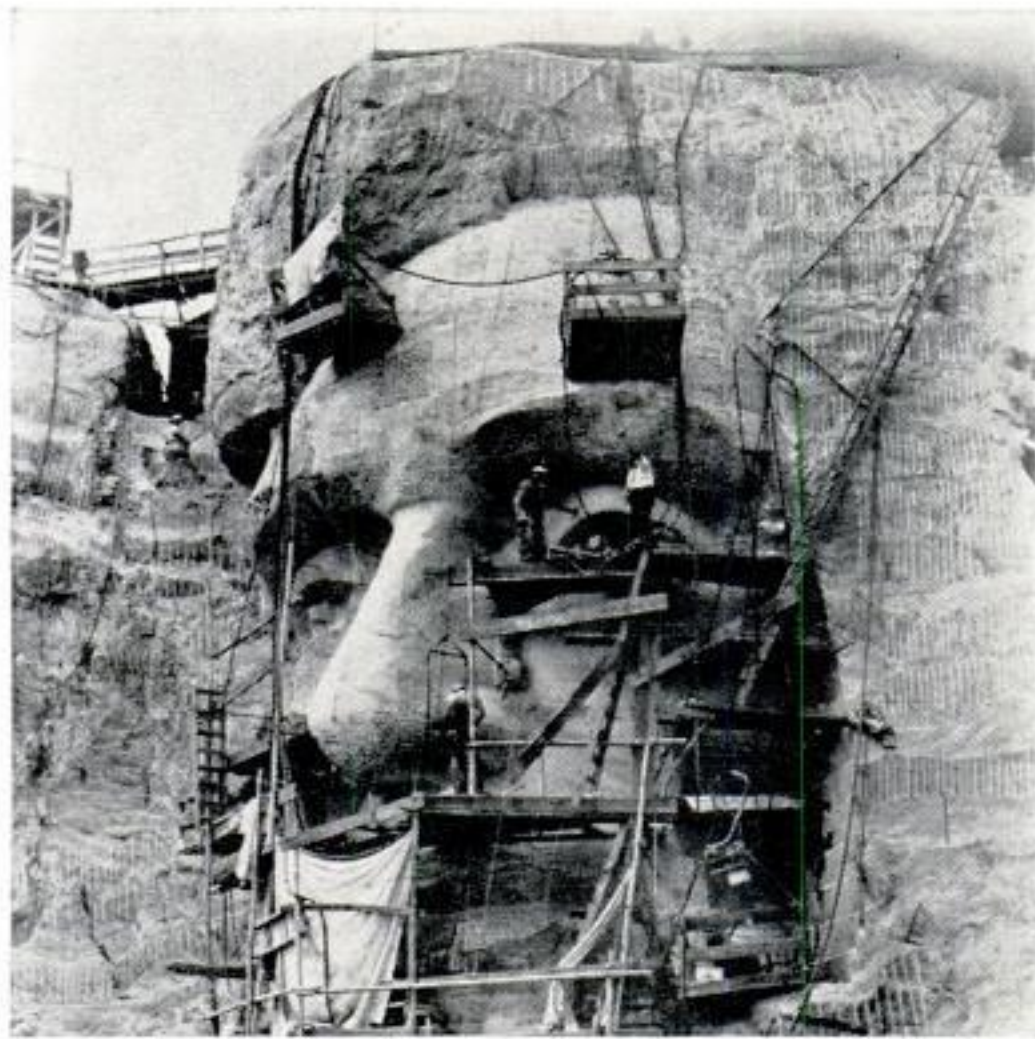


In his first day as the Government's watchdog over Wall Street, he exhibited the same flair for publicity as his two brilliant predecessors, Joseph P. Kennedy and James M.

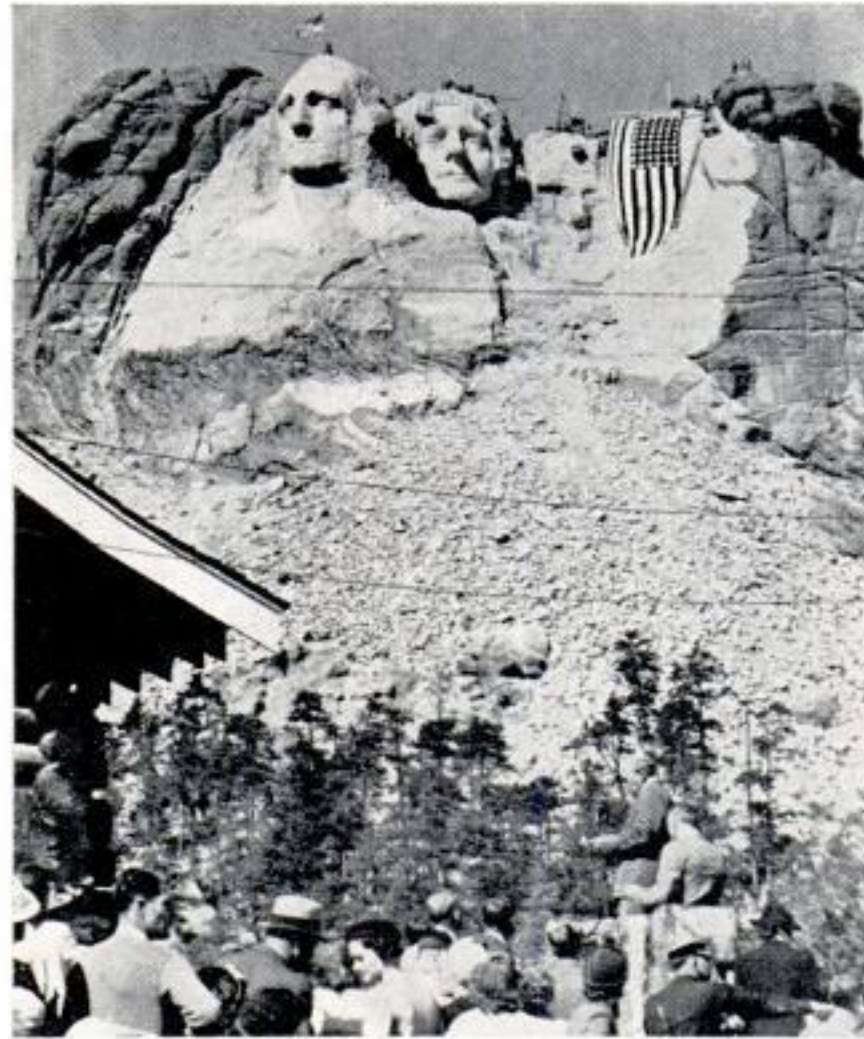


Landis. Calling in reporters, he began: "What kind of a bird am I? Well, to tell the truth, I am a pretty conservative fellow." His platform for Wall Street: "No monkey business."

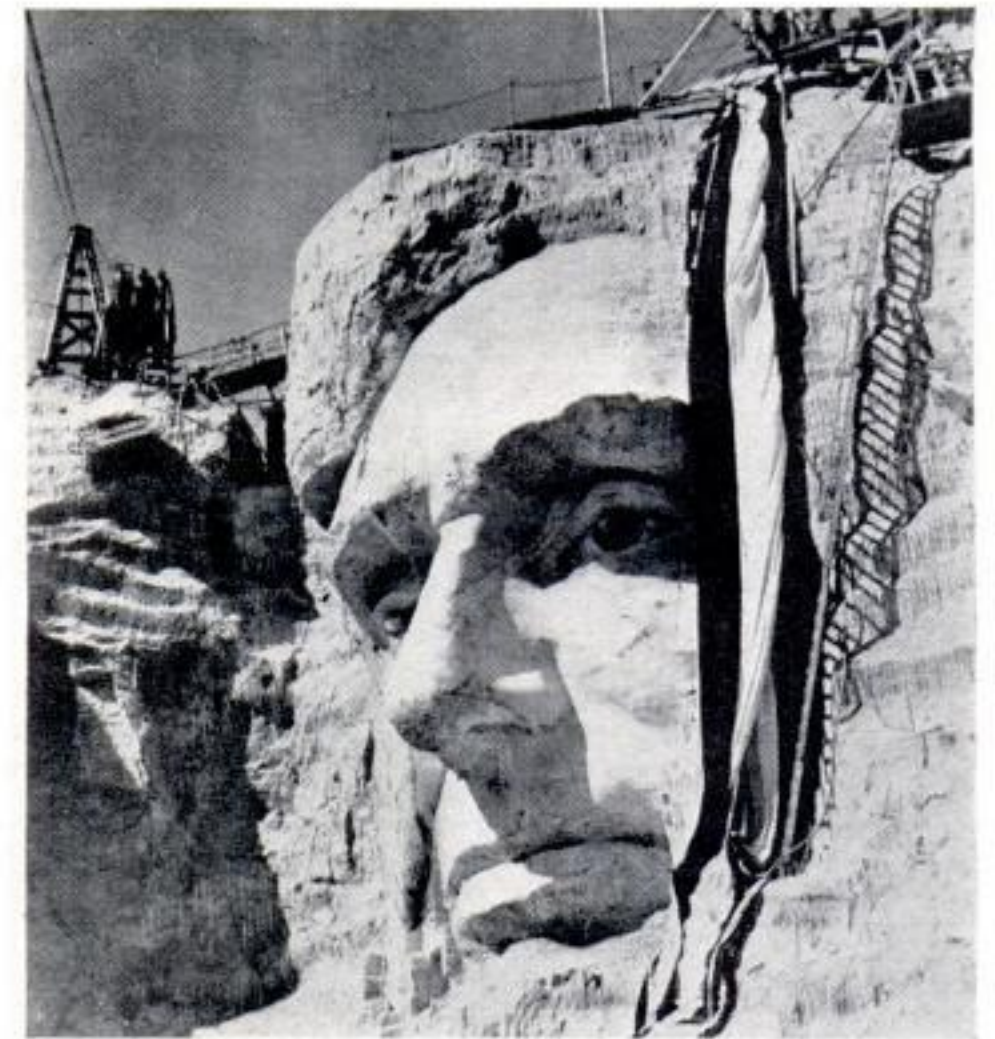
## LINCOLN JOINS WASHINGTON AND JEFFERSON IN THE BLACK HILLS



On Mt. Rushmore, in South Dakota's Black Hills, a 66-foot head of Abraham Lincoln is being carved from the granite by famed Sculptor Gutzon Borglum and assistants (on scaffolds above).



At the dedication, Sept. 17, 5,000 people saw an American flag drop, revealing Lincoln beside Washington and Jefferson. Borglum stands below (right).



Lincoln's face is third to appear in this "Shrine of Democracy," paid for by Federal, State and private funds. Theodore Roosevelt will be next, between Lincoln and Jefferson.

## FOLSOM PRISON CONVICTS KILL WARDEN IN SAVAGE FIGHT FOR FREEDOM



Warden Clarence Larkin was knifed twelve times when seven convicts tried to flee the State penitentiary, Folsom, Calif., on Sept. 19. Infection proved fatal five days later.



The warden's hat, slashed, bloodstained, is retrieved after the battle by a guard. During the fighting in the prison yard a guard and two convicts also were slain.



Weapons used by the convicts were nine knives, a dummy pistol, a steel bludgeon, all secretly made in the prison. Here they are being inspected by District Attorney Babcock (left).



# LIFE ON THE AMERICAN NEWSFRONT: THE STRANGE CASE OF THE KENTUCKY GENERAL

**B**rigadier General Henry H. Denhardt was a burly soldier who fought in two wars, served as Lieutenant Governor of Kentucky, was divorced by his wife and settled down in 1936 on a farm in Oldham County. There he took up with Mrs. Verna Garr Taylor, a widow renowned as "the most beautiful woman in two counties" (Oldham and Henry). They became engaged but did not marry. Late one evening almost a year ago, Mrs. Taylor was found by a lonely roadside, shot to death, and a few hundred feet away was the General, stamping around in the road. General Denhardt said it was suicide; Mrs. Taylor's family said it was murder. At the trial her three brothers sat grim-faced in the front row, never took their eyes off Denhardt. When the jury disagreed, it was whispered all over the two counties that "the Garr boys" were out to "get" the General. Get him they did, in front of a Shelbyville hotel, on Sept. 20. He died on the steps, in a burst of pistol fire.



Brigadier General Henry H. Denhardt served in the Spanish-American and World Wars. In later years his only active service was leading the National Guard in putting down Kentucky strikes.



The General's fiancée, beautiful Mrs. Verna Garr Taylor, was believed to have aroused his jealousy by encouraging the attentions of a younger rival.



On a country roadside near LaGrange, Ky., on Nov. 6, 1936, Mrs. Taylor was found shot to death. She and the General had been sitting in their stalled car in the driveway of the distant farmhouse.



The General was arraigned in November as he sat toying with his glasses (centre) in the courthouse at New Castle. His trial in April was Kentucky's most sensational in a generation.



Mrs. Taylor's daughters attended with their uncle, E. S. Garr. The jury disagreed. Denhardt was freed on bail, pending a new trial.



General Denhardt was shot down in front of the Armstrong Hotel on Sept. 20. Mrs. Taylor's brothers stepped out of the shadows, fired seven bullets.



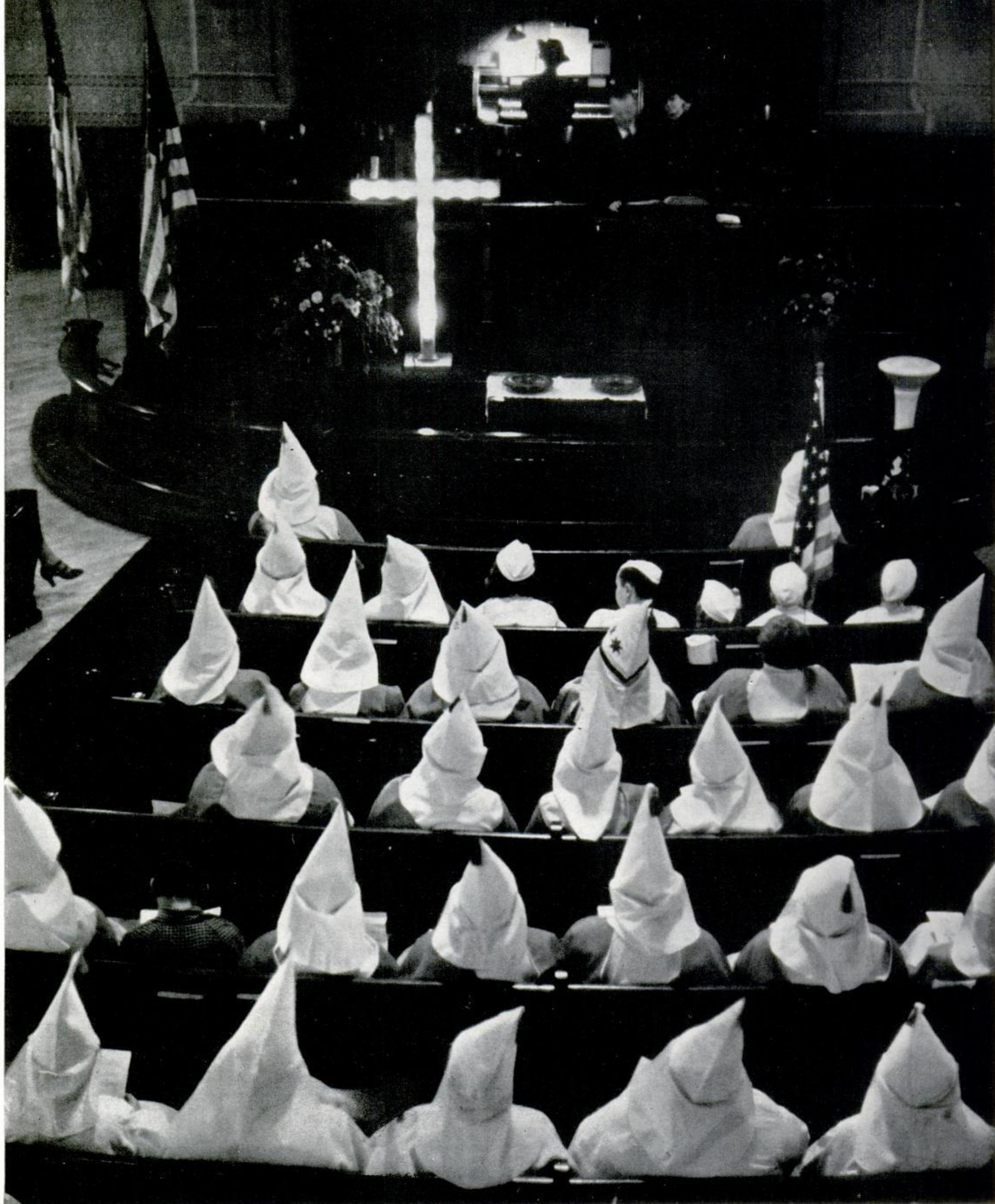
"The Garr Boys" (left to right: Jack, Dr. E. S. and Roy) surrendered to police. Claiming Denhardt reached for his hip before they fired, they plead self-defense, were released on bail.



The General's funeral was held with full honors in the Denhardt Armory, which is named for him. A handful of political bigwigs attended the burial at Bowling Green.



# LIFE ON THE AMERICAN NEWSFRONT: WOMEN OF K. K. K. MEET IN WASHINGTON CHURCH



While the Ku Klux Klan was casting its shadow on the Supreme Court, the Court itself was almost casting its shadow on the Ku Klux Klan. Only five blocks away from the marble palace where the Court sits, stands the First Methodist Protestant Church of Washington. There, on Sept. 19, sat pew upon pew of women in the white robes and peaked hoods of the Klan. In front of the pulpit burned the

Klan's "fiery" cross. Purpose of this special meeting of the Women's Department of the local unit was to present the pastor, the Rev. A. F. T. Raum (*in pulpit*) with a white Christian flag, which is also the flag of the Klan. While the regular church organist pumped away behind the pulpit, the Klanswomen sang *In the Cross of Christ I Glory*. The Rev. Mr. Raum preached on "The Cross of Calvary."



## EIGHT JUSTICES OF SUPREME COURT RETURN FROM VACATION TO RECEIVE NEW COLLEAGUE

The unhappy Mr. Justice Black furtively boarded the dinky transatlantic liner *City of Norfolk* at Southampton on Sept. 21 and sailed for home without having affirmed or denied that he was or is a member of the Ku Klux Klan. He was to land at Norfolk, Baltimore or what Columnist Arthur Krock of the *New York Times* called a "Klandestination" on the Virginia coast.

Meanwhile, in the U. S. the Klan was basking in its brightest publicity since 1928. The week was marked by sound-offs from an assortment of Kleagles, Kleepers, Klaliffs, Grand Dragons, Exalted Cyclops, Kladds, Kludds and the two living Imperial Wizards. Ex-Wizard William J. Simmons, who revived the Klan in 1915 but lost control in 1923, accused his successors of "betraying" it. "The organization now," said he, "is unworthy of any man." The present Imperial Wizard, Dr. Hiram W. Evans, a wealthy Atlanta dentist, was reached on the telephone by the London *Daily Express*, which quoted him as follows: "No, ma'm, Mister Black don' belong. He ain't no Klansman. Why, he don' even sympathize, as far as I know. And that is what I have told the Presiden'." Irked, either by the sense or by the spelling, Wizard Evans later denied he had said anything about talking to the President.

As Justice Black's ship steamed toward the Atlantic coast, President Roosevelt was streaking for the Pacific Coast, and their meeting was postponed. In Washington, however, another momentous reception awaits Mr. Black on Oct. 4 when he comes face to face, in the Supreme Court robing room, with eight stern and dignified gentlemen who are now his colleagues. From eight separate points the eight Justices were already trekking toward Washington for a new term. All but Justices Brandeis and Cardozo had spent active summers (see below). All kept their silence about their new colleague.



CHIEF JUSTICE & MRS. HUGHES ARRIVE AT THEIR WASHINGTON HOME



Justice Harlan F. Stone spent his summer in isolation at Isle au Haut, Maine, fishing and rowing. Once when his resignation was rumored, he sent a boatman ashore with a denial.



Justice Owen J. Roberts managed his 700-acre farm, called "Bryncoed," near Philadelphia. No mere hobbyist, he produces chickens, alfalfa and milk for sale in the local market.

Justice Pierce Butler played with his dog "Boo-Boo" at Blue Ridge Summit, his home in Franklin County, Pa.



Justice James C. McReynolds went to England, seemed delighted that he "got as much attention as a matinee idol."



Justice George Sutherland took his wife on a summer-long tour of Europe, visiting England, Scotland and France.





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## LIFE ON THE AMERICAN NEWSFRONT: THE BLOAT DOWNS A PRIZEWINNER

The 77th Minnesota State Fair was the biggest in its history. Between Sept. 4 and 11, some 700,000 farmers and cityfolk cocked critical eyes at livestock and farm machinery, stared credulously at freaks and Otomi Indian acrobats, spent over \$1,000,000. Among contestants there was no group more enthusiastic than the 3,000 boys and girls of the 4-H (Head, Hands, Heart, Health) Clubs, each a winner in his own county fair, each now seeking a State prize for pies, pigs, preserves, poultry.

Of them none was more eager than 16-year-old Virginia Nelson, whose fine Jersey calf had been judged best in the Kanabec County Fair. When the State Fair opened between Minneapolis and St. Paul, Virginia brought her calf to the grounds, placed it in the cattlehouse to await the judging three days later. Each morning she called to see that it received proper care and rations. Arriving on judging day, she found to her horror that her calf had "the bloat," possibly from green alfalfa. Panicky, she led it outside, walked it up and down to relieve its distress. But after an hour the calf, still bloated, sank painfully to the ground (below) while Virginia Nelson, brokenhearted (right), wiped away her tears.





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COLLAR-ATTACHED  
**SHIRTS**

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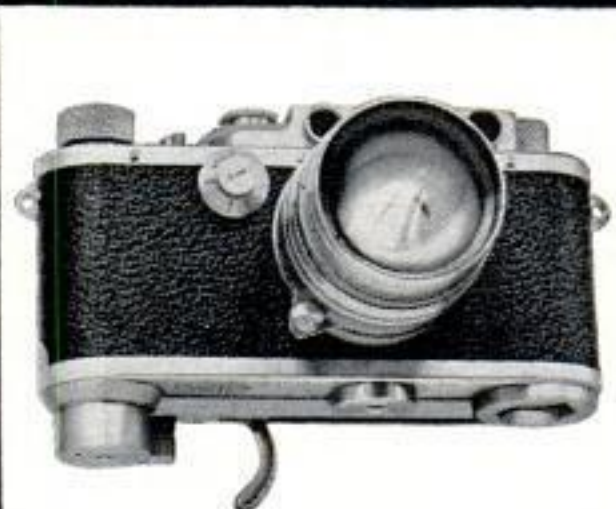


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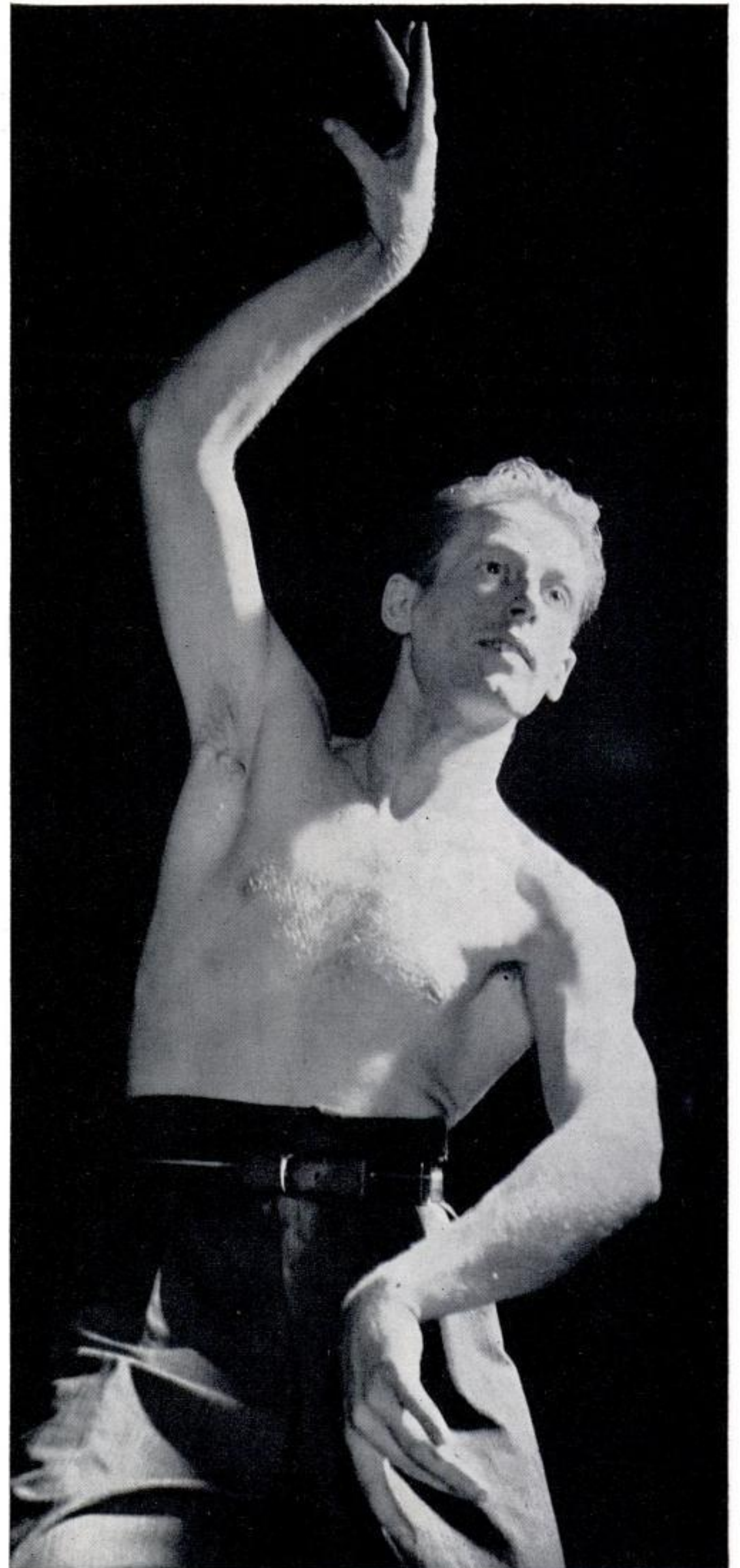
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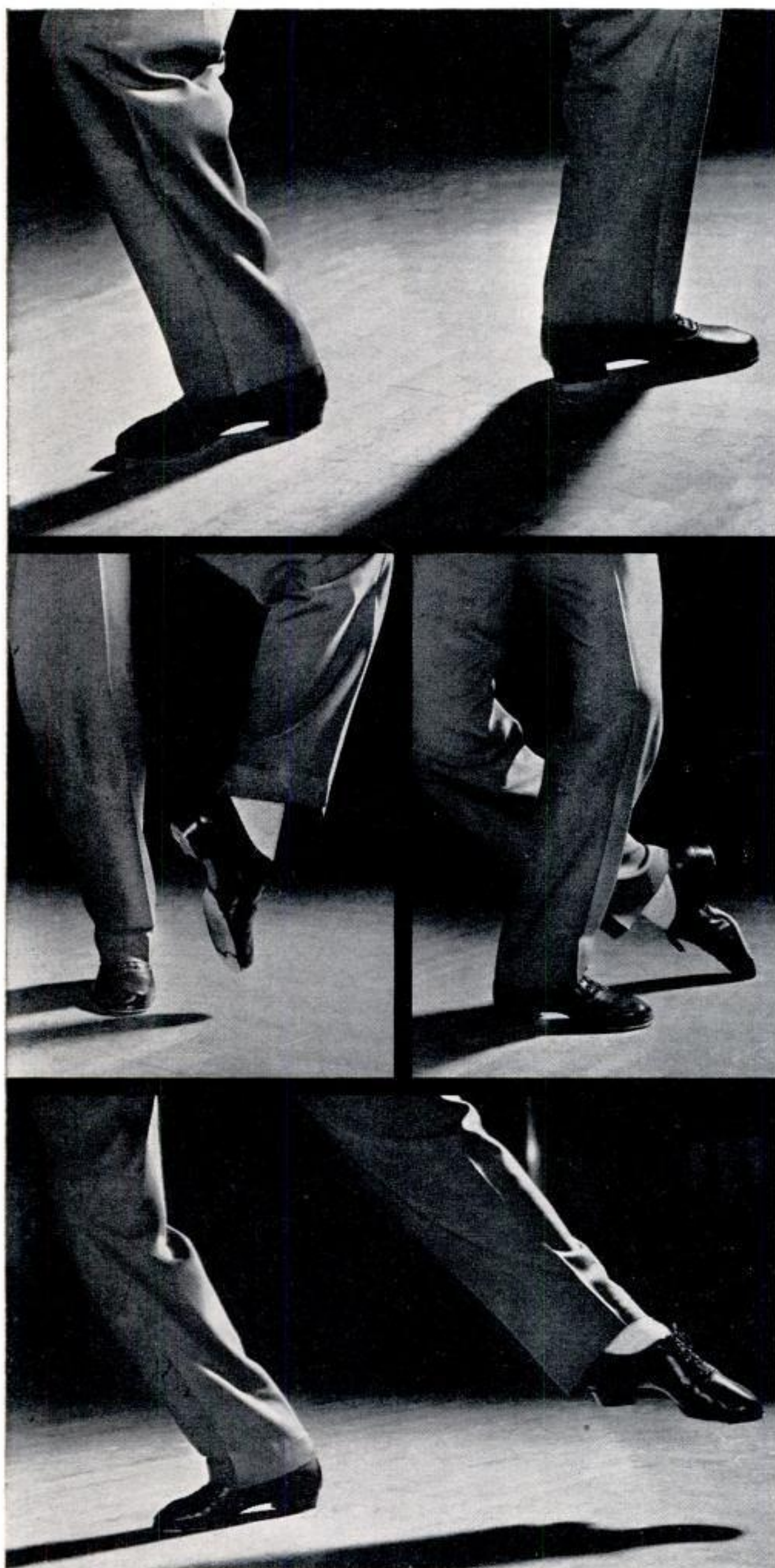
## PAUL DRAPER DANCES IN MANHATTAN

Paul Draper came back to Manhattan on Sept. 24 to open again at the fashionable Plaza Hotel. There, for most of fall and winter, he will go through the imaginative routine of his dancing at a salary of \$2,250 a week. He is worth this because tap-dance enthusiasts rank him only a little below Fred Astaire. Astaire is unmatched in mechanical ability. Draper has more creative intelligence. He combines tap with classical ballet dancing. Leaps, twirls, arm movements are more important to him than clicking feet. His popular numbers are danced not only to jazz but to *The Blue Danube* and to a 200-year-old Handel *Minuet* and *Tambourino*. (Below, he rehearses *Tambourino*.)

Draper is 27, red-haired, the son of Muriel Draper, noted Manhattan literary figure. His aunt is Ruth Draper, the monologist. A serious student of ballet, he trains with the American Ballet, has performed with the Boston Symphony. If he didn't stutter, he would probably be kept busy in the movies.



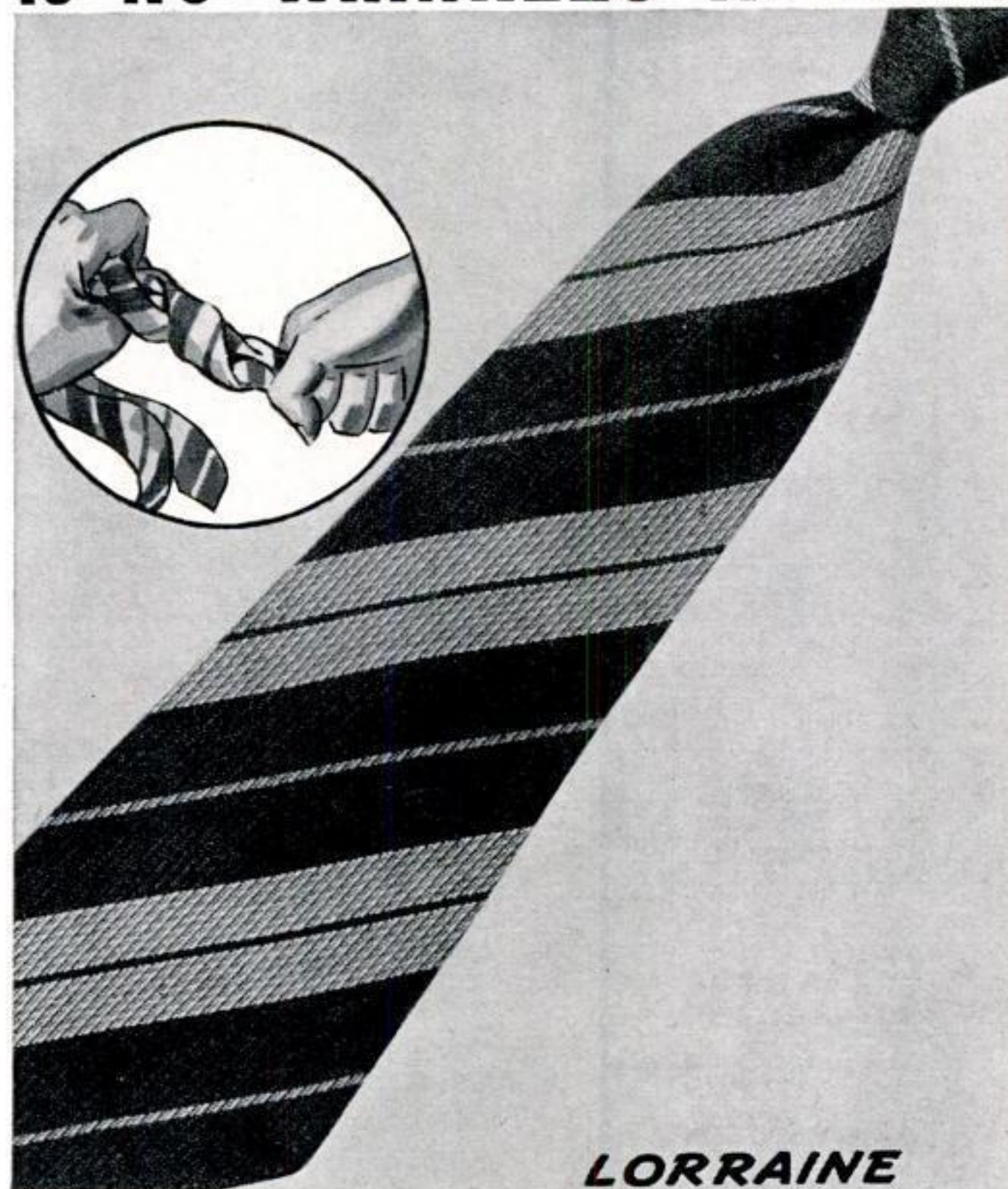




Paul Draper's feet dance here for the camera. At top, they land in a firm stance from which they can go quick and well-balanced into another step. Centre left, the left foot comes clicking down and (right) the feet cross in a light landing from a small jump. Just above, they end a leap. Below, a Blue Danube bit.



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MEN'S WEAR  
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HOLDS ITS SHAPE  
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## Private Lives



**Francis Warren Pershing**, only surviving child of General Pershing whose wife and three daughters were burned to death in 1915, will marry Muriel Richards (right). A partner in the brokerage house of Weicker & Co. founded by his Yale roommate Frederick Weicker, young Pershing plays a modest game of squash at Manhattan's University Club.



**Muriel Richards**, who will become General Pershing's daughter-in-law, is the eldest of three attractive granddaughters of Jules Bache, banker and art patron. A frequent visitor at the luxurious Bache camp in the Adirondacks, she plays excellent tennis. An amateur fashion model, her measurements are 5 ft. 6 in., 120 lb., size 6 glove, size 5 shoe.



**Sylvia Gould**, daughter of the Kingdon Goulds and great-granddaughter of the late Jay Gould, may desert Manhattan for Cincinnati when she marries Charles Dabney Thomson of that city. Daughter of a onetime Italian governess in the Gould family whom her grandmother tried to discourage from marrying Kingdon, she is an accomplished harpist.



**Madeleine La Ferriere**, whose private life as Mussolini's mistress made front-page news last March when she shot and wounded the Count de Chambrun whom she suspected of warning Il Duce against her, was recently turned back from Spain near the frontier. A journalist who charmed Mussolini at an interview, she hoped to interview General Franco.



**Norman Smith**, C.I.O. organizer who was trying to unionize a Ford plant at Memphis, looked like this after unidentified men clubbed him with pop bottles. Local police, whose Commissioner several days before had said, "We know Norman Smith and will take care of that situation," took him to a hospital, then to jail where he was held without charge.



**William Hunsaker Brill**, wealthy 25-year-old Californian who last March married Mrs. Nan Pierson Brooks Macy, won an annulment when a California judge decided Mrs. Brill's 1934 Reno divorce from George Macy was invalid because her residence was "purely simulated since she went there solely for a divorce." Nan blamed Brill's mother for her troubles.

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Dr. E. J. G. of Iowa advises, "I prescribe Pluto Water freely with excellent results." Dr. H. A. O. of Wisconsin writes, "I not only prescribe Pluto almost daily, but use it personally every other day." Dr. V. N. of Michigan says, "I have used and prescribed Pluto Water for 40 years."

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CONTINUED ON PAGE 114



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### BACHELORS (AND WIVES)

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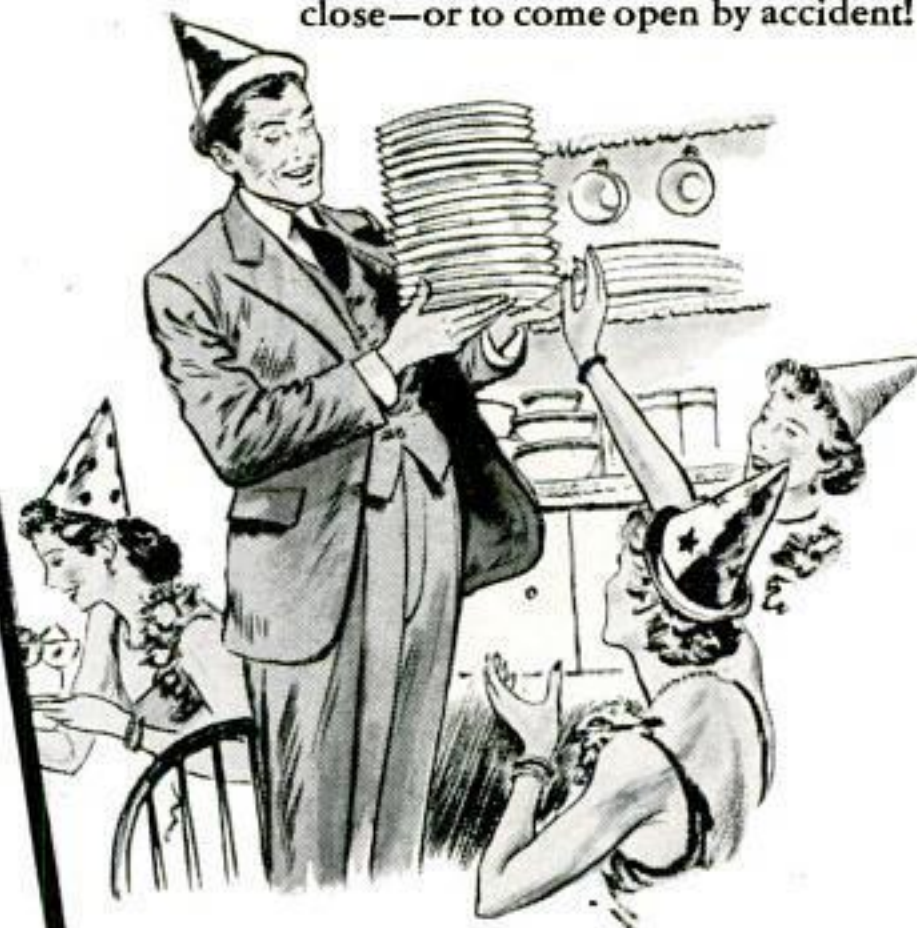
Why not get the Talon trouser fastener on your next suit? Introduced in expensive clothes, it now comes on better-made suits of all prices. Ask for it!

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## CHAMPION FLY CASTER WEARS PENDLETON SHIRTS

Marvin K. Hedge broke the world's distance fly casting record, not by an inch or a foot but by more than 20 feet, reaching the 167-foot mark. Recently he captured first places in the majority of French casting events; at London he was named all-around casting champion of the British tournament. Championship performance requires championship equipment. And standard equipment with Marvin Hedge is the Pendleton Shirt, mainly because of its perfect body freedom. Pendletons are unequalled for comfort in warm weather and cool—they're effective body insulators. They're made from long-fibre virgin fleece wools... full cut, pre-shrunk, and with reinforced stitching and 2 big pockets. The sturdy Western wools combine comfort with unusually long wear. Exclusive patterns, superior styling. At finer stores, \$5.50 to \$10.00. Pendleton Woolen Mills, Portland, Oregon.



**PENDLETON**  
Virgin Wool Shirts

Gentlemen:

Please send illustrated shirt catalog, swatches.

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ L-3

FILL IN, CLIP, AND MAIL TO PENDLETON WOOLEN MILLS, PORTLAND, OREGON

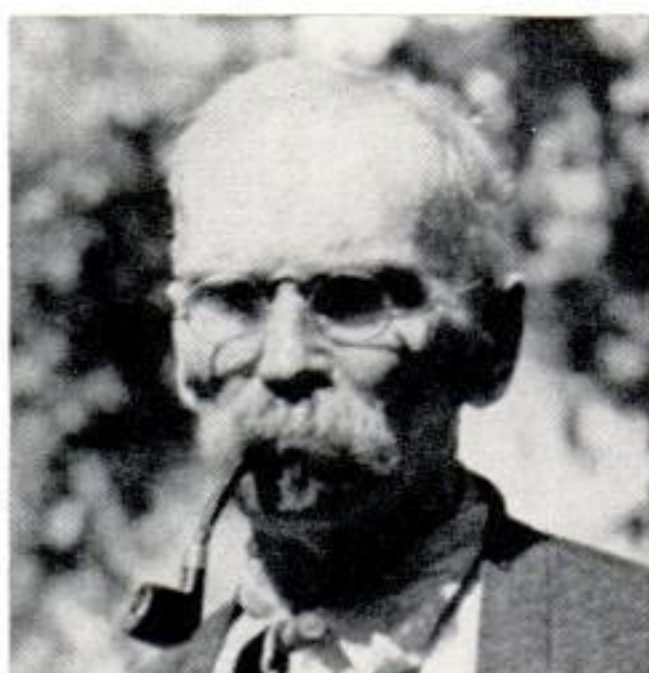
# Private Lives (continued)



**Lady Cynthia Asquith**, beautiful daughter-in-law of Margot Asquith and secretary to the late Sir James Barrie, was recently bequeathed £30,000 and half the residue of a £167,000 estate by her former employer's will. Daughter of the 11th Earl of Wemyss and the mother of three children, her books about children originally attracted Barrie's attention.



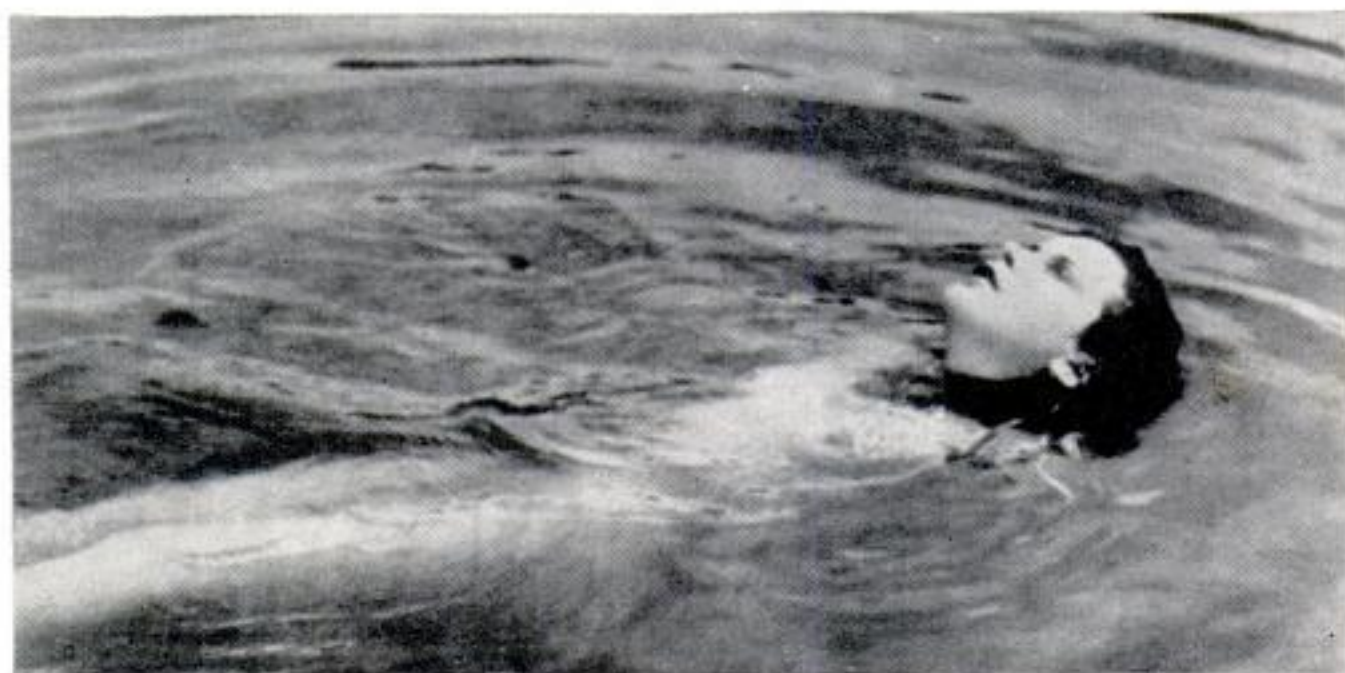
**Mrs. Delphine Dodge Cromwell Baker Godde** announced her engagement to Pugilist Jack Doyle, Sept. 3. In Reno to divorce Mr. Godde, she was whisked to Europe, decreeless, by her mother, Mrs. Hugh Dillman. Contradicting her attorney who said wedding was off, she snapped "Rumors about our romance breaking up make me darned mad."



**Nicholas Collins** who killed his Maysville, N. C. neighbor Abe Collins (no kin) Oct. 17, 1916 promptly fled, remained at large for 21 years. Lately his private life was rudely interrupted when he was arrested at Dendron, Va., where for 15 years he did odd jobs on farms. Now Collins, who says he is 80 years old, has been sentenced to 20 years in prison.



**Philip H. Philbin Jr.**, who was arrested January 1934 for an alleged \$1,000,000 mail fraud involving stock of Atlas Tack Corp., got out on bail and skipped abroad for two years. Lately Department of Justice agents nabbed him in Manhattan in the car of his swank friend, Mrs. Marie Barrows Porter. "I'm not a bad fellow," said debonair Mr. Philbin.



**Hedy Kiesler** is getting a divorce from Austrian Munitions Tycoon Fritz Mandel who has spent close to \$300,000 trying to suppress the movie *Ecstasy* in which his wife appeared nude (above) and committed adultery. *Ecstasy* was filmed in 1933, the year before Mrs. Mandel married and quit acting. The latter's recent plans to turn actress again brought to a head a rift which has had smart Vienna buzzing for weeks. When Mrs. Mandel told her taciturn husband that she had been asked to act in the American play *The Women* which will be put on in German at Vienna's Josefstadt Theatre, he forbade her to visit the theatre or to leave the house. Now Hedy, whom Max Reinhardt called "the loveliest girl in Europe," can do both.



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PRICES IN WEST & SOUTH SLIGHTLY HIGHER  
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Patchy Baldness of a temporary nature is often helped by persistent use of Glover's Mange Medicine with massage. Aiding the growth of new hair in these cases is one of the reasons why Glover's is so famous. Try it! Shampoo with Glover's Medicated Soap. Especially blended to effectively remove the Medicine and Tar odor. At all Druggists. Your Barber or Hairdresser can give you Glover's. For FREE BOOKLET on Glover's System, write

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100% Improvement Guaranteed  
We build, strengthen the vocal organs—not with singing lessons—but by fundamentally sound and scientifically correct silent exercises... and absolutely guarantee to improve any singing or speaking voice at least 100%. Write for wonderful voice book—sent free. Learn WHY you can now have the voice you want. No literature sent to anyone under 17 unless signed by parent.  
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Save money developing, printing your own pictures at home!... No experience needed! Send only \$4.95 (Regular \$6.55 value) for COMPLETE professional outfit, including electric ruby lamp, developing and fixing trays, chemical, photograph paper, thermometer, etc., or sent C.O.D. Satisfaction GUARANTEED or money refunded. Write for FREE Camera & Supply Book.  
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the way  
this NEW discovery

## KILLS SMELLS

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KILLS ALL ODORS — LEAVES NO ODOR





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FABRIQUE EXTRAORDINAIRE ROBE—One of many fine designs exclusive with B.V.D. \$3 up.



ORIENTAL PAISLEY PAJAMAS—Distinguished by their rich colorings and good looks. \$2 and up.

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INTERLACED JEWEL PAJAMAS—IN B.V.D. "Fabrique Extraordinaire" sateen. \$3 up. Robes \$3 up.



SILVER PLAID PAJAMAS—in blues chosen by McClelland Barclay. \$3 up. Shorts \$1 up.



B.V.D. "RUGGERS"—B.V.D.'s famous leisure shirt for sports and informal occasions. \$1.50 up.



LABRO-SHRUNK\*—the preshrunk knit underwear approved by 2,000 laundries.



ARGYLE SHORTS—With "All-Ways Stretch" seat. 50¢ up. Pajamas \$2 up. Robes \$2.50 up.



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*Less Furnace Tending—Less Fuel Burned  
No Rooms Too Hot or Too Cold With*  
**HOLLAND MADE-TO-MEASURE WARM AIR SYSTEMS**

**T**HINK what it must mean for your home to have a heating system as scientifically engineered as that of any modern office building! Not only are common heating faults eliminated, but amazing economies are effected which will ultimately make a Holland Warm Air System the cheapest as well as the most efficient your money can buy. Here's how Holland does it . . .



**ROOM-BY-ROOM ANALYSIS . . .**  
Holland's own specially trained engineer measures every room separately, to determine its exact heating needs. This is the first step in assuring you *Perfect Heat in Every Room!*



**HEAT LOSSES DETERMINED . . .**  
He lists heat losses through glass, walls, cracks around doors and windows, and every other possible means of escape. Then a heating system is planned accordingly, to cope with every factor.



**FACTORY OKEHS PLAN**  
The local engineer's plans are critically examined by senior engineers at the factory. Corrections or changes are made if necessary and improvements added, if possible.



● The engineer shows you his plan—no "high pressure" urging, but a sincere presentation of facts. He lets the famous miniature Holland Furnace speak largely for itself. You actually see the many exclusive features that save fuel, banish drudgery and increase comfort so amazingly throughout your home. You make an unforced decision—say "Yes" or "No" on your own judgment with no feeling of obligation if the answer is "No."



**INSTALLED BY HOLLAND EXPERTS**  
If you say "Yes," the system is installed at once by Holland's own trained experts under the engineer's supervision. The installation is then fully covered by Holland's written contract to give you *Perfect Heat in Every Room!*

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## LIFE'S PICTURES



Kurt Severin was born in 1902 in Hannover, Germany. While still in school he took up photography as a hobby. Instead of fulfilling his parents' wishes and becoming a painter, he left school early, started his career as a typewriter salesman. He did not get into professional photography until 1927 when he was in Central America as special correspondent for the *Berliner Illustrierte Zeitung*—a job which he still holds. He is particularly fond of photographing Indians, has a huge collection of Indian pictures. He uses only a Rolleiflex camera, took the pictures of the Chattanooga party (see pp. 120-124).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture-by-picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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- 15—LOUIS VAN DYKE *exc. t. H. REX HARDY JR.*
- 17—LOUIS VAN DYKE *exc. bot. DETROIT LAKES*
- TRIBUNE PHOTO by C. W. MEYER
- 23—VICTOR DE PALMA from B. S.
- 24—FRITZ HENLE from B. S.
- 25—ACME, FRITZ HENLE from B. S., A. P.
- 26—ARTHUR L. WITMAN, VICTOR DE PALMA from B. S., W. W.—W. W., A. P.—CAPA from B. S. *exc. cen. ARTHUR L. WITMAN*
- 27—VICTOR DE PALMA from B. S., A. P., ARTHUR L. WITMAN—ACME—VICTOR DE PALMA from B. S., KNOPF-PIX, ARTHUR L. WITMAN
- 28—GORD from B. S.—ARTHUR L. WITMAN
- 29—FERDINAND VOGEL—THOS. D. MC AVOY
- 30—THOS. D. MC AVOY, *exc. t. H. KNOPF-PIX, cen. H. CARL M. MYDANS*
- 31—KNOPF-PIX—INT., CARL M. MYDANS, ACME—THOS. D. MC AVOY
- 32—COURTESY THE AMERICAN LEGION *exc. cen. H. GEORGE S. WHEAT, cen. H. W. W.*
- 33—ACME, U. & U., H. & E. (2)—THOS. D. MC AVOY, *courtesy THE AMERICAN LEGION (2)*—W. W., *courtesy THE AMERICAN LEGION (2)*—*courtesy THE AMERICAN LEGION exc. cen. INT.*
- 34—KEY, EUR, KEY—ACME, KEY, (2)—KEY, U. & U. (2)—ACME, U. & U., ACME
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*It's smart  
to say*

**"V.O."**

*and Soda*

"THINK BEFORE YOU DRINK—  
SAY SEAGRAM'S AND BE SURE"

**Seagram's**  
**"V.O."**

A FINE IMPORTED WHISKY  
6 YEARS OLD

Seagram's "V.O." Rare Old  
Canadian Whisky—90 Proof.  
Copr. 1937, Seagram-Distillers Corp., N. Y.

**Beware of**  
**ATHLETE'S FOOT**  
(FOOT ITCH)

*Says Dr. Scholl, the  
Famous Foot Authority*

If you have itching feet or toes, Athlete's Foot, Ringworm, Foot-Itch, don't neglect it or experiment with "cure-alls" and prolong your suffering. It can easily spread to other parts of the body.

Use the scientific treatment of a world famous foot authority—Dr. Scholl's SOLVEX.

**Instantly Relieves Itching**

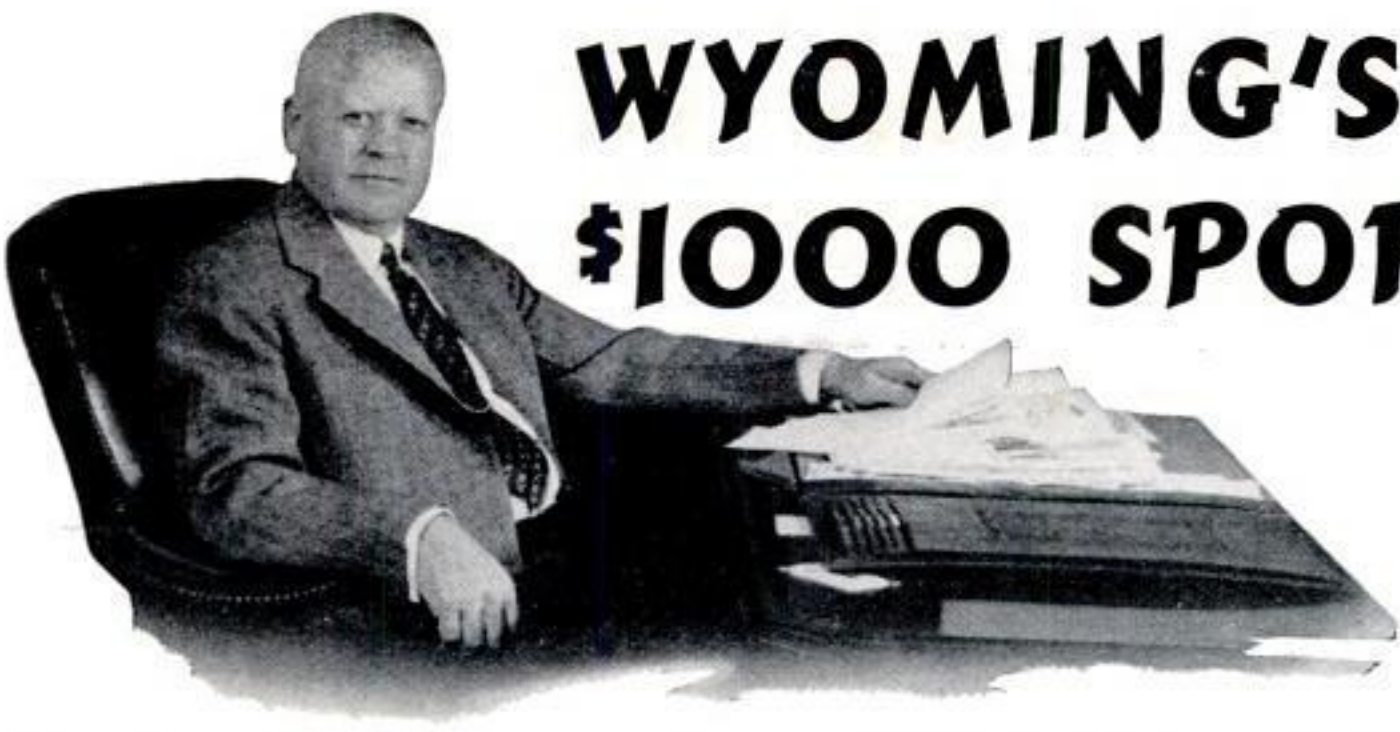
It instantly relieves intense itching and kills the fungi it comes in contact with. Aids healing of the red, raw, cracked, peeling or blistered skin between the toes and on the feet. Don't accept a substitute for Dr. Scholl's SOLVEX. Sold at all Drug, Shoe and Dept. stores, 50c, \$1.00 jars.

**Dr. Scholl's SOLVEX**





# WYOMING'S GOVERNOR FINDS \$1000 SPORT KIT IN HIS SHOES



**Feet with renewed youthful vigor bring success to many other contest entrants**

"Win a \$1000 Free Sport Kit," we said, "with a 25-word statement explaining which you prefer in Wright Arch Preserver Shoes for Men—their vigorous smartness or their comfort-plus."

Because thousands—including the Governor of Wyoming—sent in their votes, it took an out-of-the-ordinary statement to win. But Governor Miller had a head start in writing what proved to be the winning statement—for he had worn Wright Arch Preserver Shoes for ten years.



1 "For years," said Governor Miller, in a letter sent in with his vote, "I suffered from trouble with my metatarsal arch, and sought foot comfort without success. . . . Standing was agony; walking, torture. And, much as I hated to give up those friendly foursomes, golf or any other exercise became virtually out of the question."

3 "Fortunately, in these unusual shoes I found welcome relief before being honored with the Governorship. . . . For now receptions, speeches, and all manner of State occasions force me to be on my feet for long hours at a time. Yet with all this round of activity—in Wright Arch Preservers mine again are the feet of youth."



2 "Then, one day, I heard about Wright Arch Preserver Shoes for Men, so I decided to find out what these shoes could do for me. I learned about the four patented features (all cleverly concealed)—and saw that Wright Arch Preservers had smart styling to boot. I bought a pair then and there—a smart move."

## AS WRIGHT ARCH PRESERVER SHOES SPELLED FOOT HEALTH FOR OTHER CONTEST WINNERS



● **Salesman needs easy-street comfort**—Pounding the pavements is no cinch. And tired feet mean a tired body, tired nerves. So the springy ease of Wright Arch Preservers means plenty to Leonard K. Black of New York City—helps him keep his pep and his good disposition, gives him real foot freedom even at five o'clock.



● **The Grand Canyon in grand comfort**—That's what Wright Arch Preserver Shoes meant to Roy C. Lyle of Seattle, Washington. He walked top to bottom—a trip of trips—in new Wright Arch Preservers—a test of tests! No wonder he votes for their comfort.



● **Mr. C. W. Merritt sums up**—In choosing the buoyant comfort of Wright Arch Preservers . . . Charles W. Merritt of Atlanta says, "Gentlemen the world over know that the most comfortable shoe will always be the smartest."

**WHEREVER** you go, whatever you do—it's smart to have real foot comfort. To normal feet, Wright Arch Preservers give plus-protection; to ailing feet, glorious relief. For these grand feeling and smart looking shoes have four patented features: protective doubly-anchored arch bridge—absolutely flat forepart—scientific metatarsal support—superb heel-to-ball fitting. These exclusive details, all carefully concealed in the trim lines, will keep you out of the foot-ills group. So mail the coupon today for free booklet, "New March-of-Style Models."



## WRIGHT ARCH PRESERVER SHOES FOR MEN

E. T. WRIGHT & COMPANY, INC. — Dept. L-1 — Rockland, Mass.

Gentlemen: Please send me free booklet, "New March-of-Style Models."

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# Have you an Eye for GOOD BUSINESS?

It is *Good Business* to get for your money Kentucky's famous "Double-Rich" Bourbon. It is straight. It costs no more. And it's "Double-Rich"!



A 90 PROOF whiskey with the *Mark of Merit*. Made in the Bluegrass Country by master Kentucky distillers the good old Kentucky way.

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**SCHENLEY'S**

## Cream of Kentucky



KENTUCKY STRAIGHT **BOURBON** WHISKEY  
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**"WE RAILWAY  
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SURE WORK TOGETHER"**



Team-work on a nation-wide scale between pick-up and delivery vehicles and fast passenger trains—that's what gets shipments via Railway Express to their correct destinations safely and swiftly. For super-speed use 3-mile-a-minute Air Express. Phone the nearest Railway Express or Western Union office the next time you have anything to ship.

**RAILWAY EXPRESS**  
AGENCY, INC.

NATION-WIDE RAIL-AIR SERVICE

## GERMANY'S GUEST AT NÜRNBERG CONGRESS

Franco's brother and a batch of ambassadors look on



A striking assortment of guests was rounded up by Germany for the fifth performance of the spectacular Nazi Congress at Nürnberg. *Above* is Nicolás Franco, brother of Spain's Rebel Generalissimo and virtual Premier of Rebel Spain. *Below*, boxful of diplomats watches the show. *From left* they are: Spanish Rebel Ambassador Marquis Antonio de Magaz, British Ambassador Sir Nevile Henderson, unnamed, Italian Ambassador Attolico, French Ambassador François-Poncet and German Chief of Protocol von Bülow-Schwante. Notable absentee: U. S. Ambassador Dodds.







### Character in Shoes

THE GRIZZLY BROGUE—the answer to a college man's demand—and its cushion of comfort will bring sheer joy to any man's feet. Should the going get nasty the weather-proof uppers will barge him into port with his socks as dry as a chip, yet these same uppers take a polish like a mirror.

Wing Tip, as illustrated, No. 3036 - Also Plain Toe model, No. 3035

O-SO-EZ-E Styles \$7.50

CRAFTSMEN Styles \$6.00

THE *Taylor-Made*  
SHOE

Built by E. E. TAYLOR CORP., Brockton, Mass.

## Even a Horse Scorns A SQUIRMER



### Be Thoroughbred-Groomed in Sportsman Undertogs by Coopers

● Fond of riding in the crisp autumn air? You'll appreciate the extra comfort of longs in Sportsman Undertogs.

Whether you ride, hunt, golf, or merely watch football, you'll want these Sportsman Undertogs for protection against chills. They let your outer clothing hang smooth and sleek.

They're light as a feather—keep you warm from head to toe—prevent chafing, and the ingenious Y-Front by Coopers fits them to the masculine figure everywhere, giving gentle, restful, masculine support. There's no excess material to bunch up and make you squirm.

You ought to have a couple of suits handy in your wardrobe. Be dressed your best while dressed your warmest.

Creeping, bunching, and binding—three main discomforts that make men squirm, are banished in Sportsman Undertogs as in all Coopers masculinized undergarments. Coopers famous knit is soft as a kitten's ear, elastic as an eland. No buttons. Sportsman Undertogs are two-piece undergarments—the ultimate in simplicity and style.

Lightweight Ensemble: Tops (with short sleeves) and Longs, \$2.95—in Cellophane at your men's wear store.



Your dealer has varied lengths for your selection. If you don't know his name, write us!

THANKS, DORIS—  
THAT SURE RELIEVES  
A HEAD COLD FAST.  
NOW I CAN BREATHE

AND WHAT'S MORE,  
IT HELPS PREVENT  
A LOT OF COLDS  
IF YOU USE IT  
SOON ENOUGH



VICKS VA-TRO-NOL is specialized medication, expressly designed for the nose and upper throat, where most colds start. Used in time—at the first sneeze or snuffle or irritation in the nose—it helps to prevent many colds, and to throw off head colds in their early stages. Even when your head is all clogged up from a neglected head cold, Va-tro-nol brings comforting relief—lets you breathe again!

Keep it Handy—Use it Early

2 Big Radio Shows: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald... Mon., Wed., Fri. 10:30 A. M. (EST) TONY WONS. Both Columbia Network.

VICKS  
VA-TRO-NOL

Coopers  
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KENOSHA, WISCONSIN • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE  
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.



# Life Goes to a Party

With Cotton King Clayton whose daughter is a Queen



Best view of Chattanooga is from the top of Lookout Mountain where you see the city across the Tennessee River. At left, a tablet commemorating the Civil War battle there.



On Mr. Clayton's terrace the afternoon before the party: Mr. and Mrs. Clayton (at rear); Daughter Julia (in shorts); Cousins Susan Vaughan and Dorothy Wilson (hatless).



Cotton Queen Julia Clayton prepares for the Ball in the modest 8-room Clayton summer home. A graduate of the Spence School in New York, she is now a Vassar Senior.

Cotton King Will Clayton in his Chattanooga home helps his daughter Julia with her crown (right) while a colored maid adjusts the long train of her white and silver dress.

The cotton season is in full swing in the South. Preceded by the Cotton Carnival in Memphis last May (LIFE, May 31), its progress was celebrated on Sept. 10 in Chattanooga by the fifth annual Cotton Ball which took place in Memorial Auditorium. Chattanooga's leading summer resident is a Texan named William Lockhart Clayton who is far and away the greatest cotton merchant in the world. From his Houston headquarters this topflight tycoon of the South dominates the industry, and his name

is mentioned with awe on the world's cotton exchanges. Though his critics call him a speculator, three Federal cotton investigations have failed to pin anything on Mr. Clayton. In 1928, en route to Virginia, he passed through Chattanooga, liked it so well he built a modest summer home there. This Cotton King's attractive 20-year-old daughter Julia, a cotton princess in her own right, was chosen Queen at this year's Cotton Ball where Coca-Cola was the sportiest drink served and the last guest left at 1 a.m.







**Cotton Belles** were presented to Cotton King and Queen, helped lead the grand march while three local orchestras played. The group (above) includes at the left Miss Frances

Little of Chattanooga. Sitting at far right is Miss Rose Hyde of Washington. Belles wore white organza gowns, carried white hats fitted with clusters of cotton bolls.



**A final puff** and a sip of Coca-Cola is enjoyed by Queen Julia before the Ball. With her is her King, Theodore L. Montague Jr., only man at the party to sport a white tie.



**Cotton streamers** embellished Memorial Auditorium where the Cotton Ball took place. Note the huge red crepe apple hanging at centre, symbolic of the dance step Big Apple.



**The Big Apple** was a feature of the party held night before the Cotton Ball at Look-out Mountain Hotel. The man in white trousers is giving signals for the various steps.



**Dancers raise hands** and close in during the Big Apple. This pre-Ball party was given for out-of-town guests who came to Chattanooga's Cotton Ball from as far away as Schenectady, N. Y.

CONTINUED ON NEXT PAGE



# HEALTH WANTED

**A message to men and women who want to regain intestinal health...and youthful regularity**

"PEOPLE who really feel healthy rarely think about health." Sufferers from habitual constipation do not often enjoy that kind of care-free well-being. They fall into the habit of thinking about themselves. They worry.

Does that describe your own state of mind? Then consult your doctor about trying Saraka.\* This is a new-type laxative which has been signally successful with cases of constipation. Many users recall their healthy youth when constipation was a thing never thought of.

## LAZY MUSCLES

Sufferers from constipation usually have intestinal muscles that have "gone soft". In civilized life, we get too little exercise—eat rich, over-refined food. Result—our intestinal muscles generally become weak and flabby. Saraka helps correct that condition. Saraka gives intestinal muscles the exercise they need—*internal exercise*.

The principal ingredient in Saraka is bassorin (sap of a tree found in India) in the form of tiny granules. After passing into the intestines, these granules absorb water. Gradually they e-x-p-a-n-d. They turn into soft, smooth BULK.

This extra bulk is the secret of Saraka's "exercising action". It encourages the lazy intestinal muscles to get busy. It gives them something to exercise on—encourages them to do their duty. The results are not violent or purgative. There is no embarrassing urgency. That is why so many users say "Saraka isn't always reminding me that I have taken a laxative."

In addition to its bulk-producing bassorin, Saraka also contains a specially-prepared cortex frangula (bark of a European shrub) which mildly stimulates the intestines to keep waste products in motion. So you have Bulk Plus Motility.\*

## HOW TO USE SARAKA

You will find this laxative very pleasant to take. The tiny granules are easily swallowed with water. Usually it is not necessary to increase the dose. In fact, since Saraka tends to strengthen intestinal muscles, many users find that the quantity can be gradually cut down.

The coupon below will bring you a free trial-size tin of Saraka. While you are waiting for it to arrive, we suggest that you ask your family physician for his opinion of this laxative—and be guided by his advice. Mail coupon today.

**SCHERING CORPORATION**  
Dept. 364, Bloomfield, N. J.

Canadian Address: Schering (Canada) Ltd.  
P. O. Box 358, Montreal, Que.

Sign below for a free trial-size tin of Saraka. Offer good only in U. S. A. and Canada.

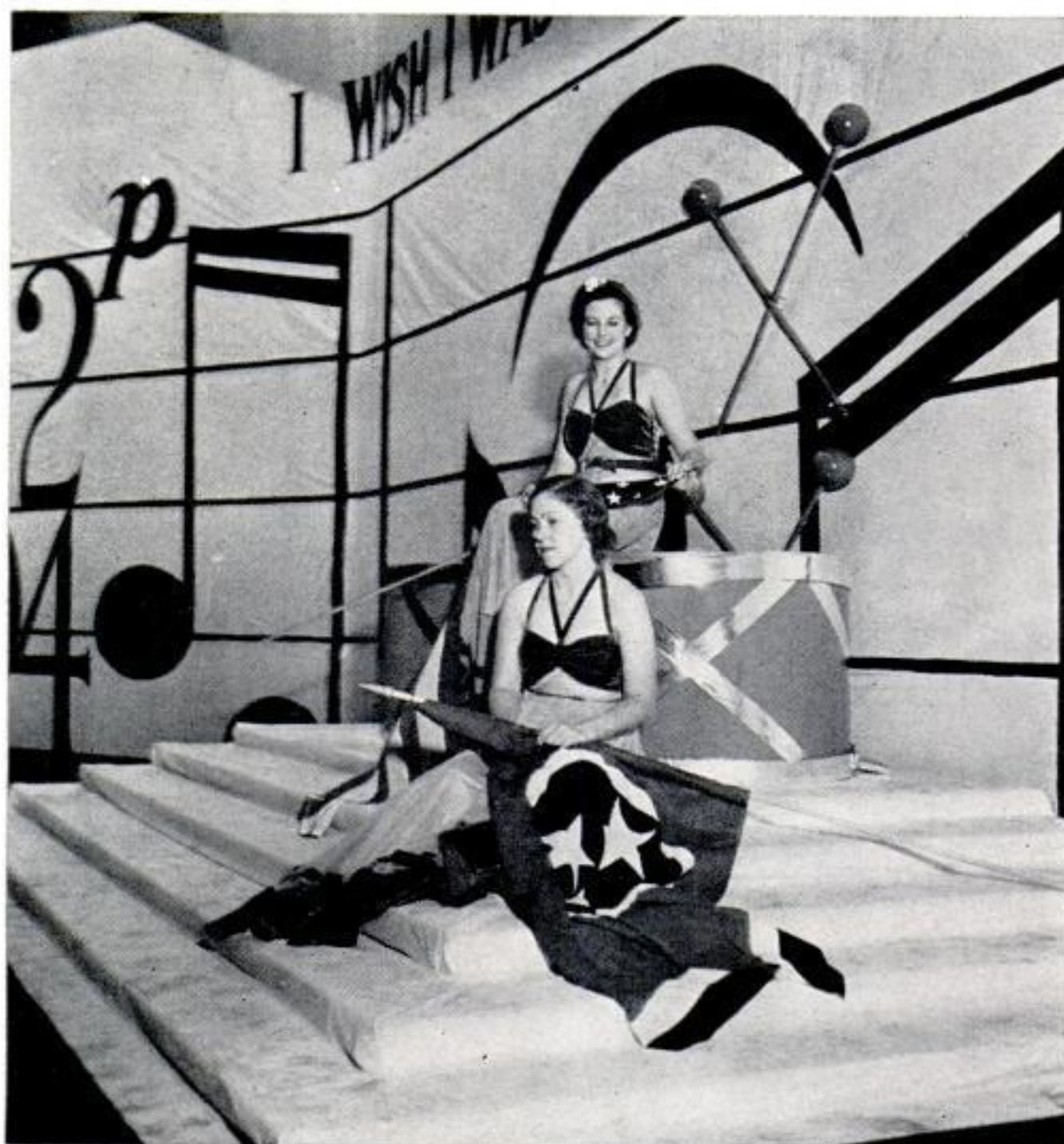
NAME.....

ADDRESS.....



\*Reg. U. S. Pat. Off.  
Copyright 1937, Schering Corporation

## Life's Party (continued)



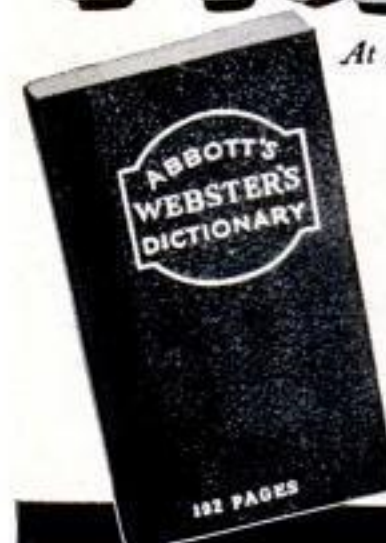
Flag-bearers of the Queen's Court were Miss Harriett Hope (top) who as "Old Glory" carried the American flag, and Miss Margaret Williams who as "Tennessee" carried the red and blue banner of the State. Here they await presentation ceremony.



The Clayton box, from which the family watched Daughter Julia hold court, bulged with friends. At left is Mrs. Clayton. In front of her husband sits Mrs. Zella Armstrong, president of the Chattanooga Woman's Press Club which sponsored the Ball.

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CONTINUED ON PAGE 124



# At Last... A SAFE "SAFETY RAZOR"



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No Danger—



It is impossible for the Packard Lektro-Shaver to cut you—no matter what you do with it—because its action does *not* depend on a cutting edge.

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Made by Dictograph; spot service in all leading cities. Nationally distributed by Progress Corporation, 521 Fifth Ave., New York, N. Y. Price in England, 3½ guineas. Platinum Products Ltd., Astor House, 26 Aldych St., W. 2, London.

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why delay!*

IF YOUR DEALER CANNOT SUPPLY YOU, USE THIS:  
Progress Corp., 521 Fifth Ave., New York City  
☐ Enclosed find \$15. Please send Packard  
Lektro-Shaver. ☐ Send C.O.D.

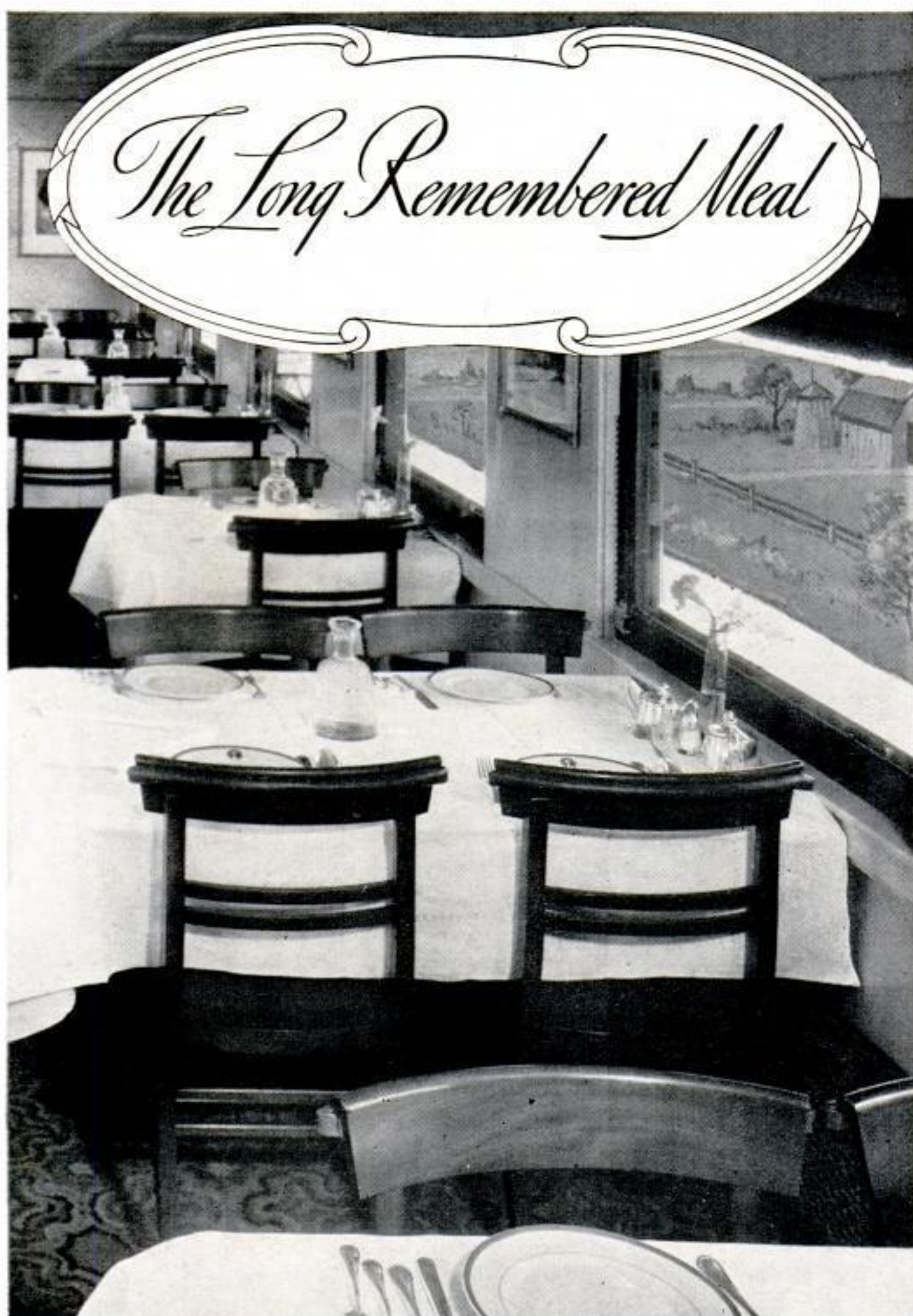
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_



## Life's Party (continued)

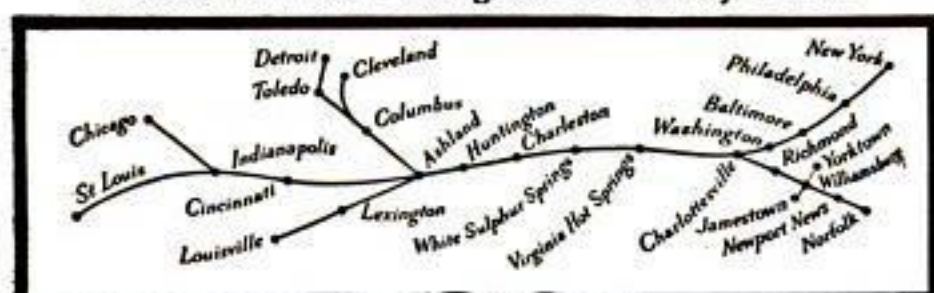


THE JOY of discovery brightens the eyes of the traveler who partakes of his first dinner on one of the famous Tavern Cars of Chesapeake and Ohio. Here is a meal to be remembered for a long time. Here, with graceful service and in surroundings suggestive of the homes of gentlemen of Colonial days, are served the choicest of fresh foods cooked to a turn by master chefs who glory in their art. And the cost is only what you would pay in a moderate-priced restaurant. Experienced travelers know about this famous food, and when they travel between East and West, choose The Railroad with a Heart.

### A Sample Chesapeake and Ohio Tavern Dinner—75c

	Pickled Beets	
Creamed Chicken on Toast, or Broiled or Fried Lake Fish, or Omelet		
Mashed Potatoes	Green Peas	Sliced Tomatoes
	Assorted Bread	
Ice Cream or Fresh Peach Roll	Coffee, Tea or Milk	

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*"The Railroad with a Heart"*  
**CHESAPEAKE and Ohio LINES**  
 SLEEP LIKE A KITTEN



William Lockhart Clayton, shown with his wife in their Chattanooga summer home, is something more than a proud father whose daughter (below) has just been crowned Queen of a Cotton Ball. No. 1 cotton merchant of the world, he heads the great Houston firm of Anderson, Clayton & Co. which annually handles some 2,000,000 bales of U. S. cotton, has \$40,000,000 capital, credit good for four times that sum. Astute, widely-traveled, as modest and good-humored as he is rich and powerful, "Cotton King" Clayton was spending his vacation at Chattanooga when his daughter's charm won her the social title analogous to his in the world of affairs.

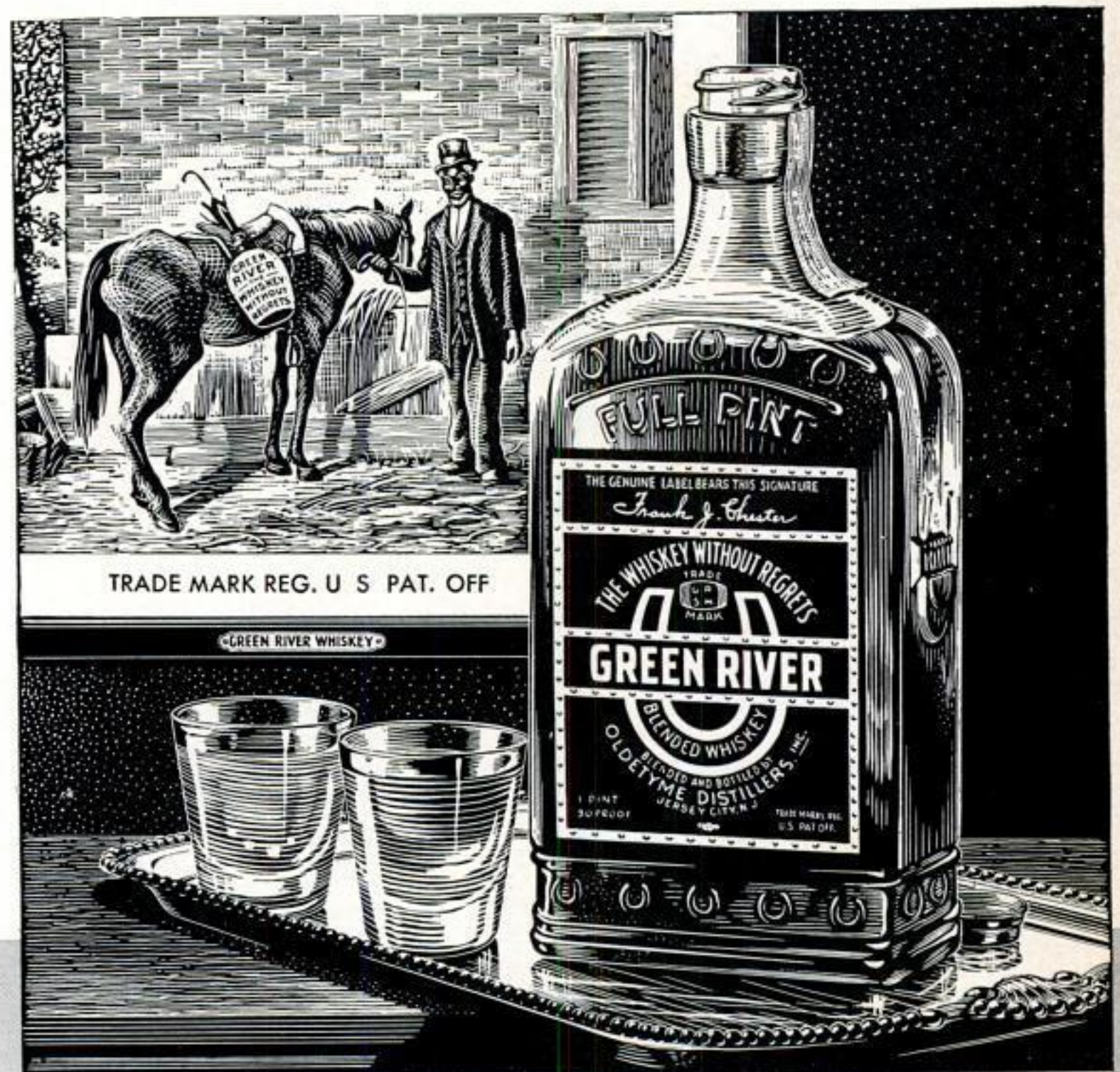






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GREEN RIVER**



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90 Proof...the straight whiskies in this product are 1 year and 6 months old or more, 25% straight whiskey, 75% grain neutral spirits: 15% straight whiskey, 1 year and 6 months old, 10% straight whiskey, 8 years old.

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Mediterranean baking shells, Bohemian pins, Hungarian boxes, Cape Cod products, handkerchiefs from Ireland, gardeners' gadgets, perfumes from England and France • Handy purses, beauty gloves, smoke sets, "Fun for the Family", toys, games, puzzles, ski skates, little pillows, little pat-yourself face beautifiers • "Cozette" scuffs, Paisley print shawls, monogrammed napkins, holiday greeting and message cards, gift wrapping sets • Moccasin slippers, English toast racks, a table with one leg, Dutchman's dish rack • Trays, sizzling platters, picnic grill, "Indian firebrands", bird houses • Oil silk bags and covers, a gift for the cat, candlettes, 3-way lamps • Leather cuff links from London, billfold guards, handy books, a man's manicure, reading magnifiers, weather forecasters, and hand wrought mountain-made things • • •



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## ART

### FIRST MODERN AMERICAN CANVAS STARTS FIGHT IN AUSTRALIA'S NATIONAL GALLERY



A painting by Philip Evergood (above), a modern American artist, inspires some to applause, others to fury. Such opposing factions, 20,000 strong, jammed the recent Evergood exhibition at Australia's National Gallery in Melbourne. Bitter arguments between the academicians and modernists led to blows and extra guards were required to end the fighting. Sir John Longstaff (left) eminent Australian artist, not only took up the cudgels for Evergood, but helped to raise a fund with which the American's *Art on the Beach* (below) was purchased and presented to Australia's No. 1 gallery for its permanent collection.



### Barber Finds Old Book in Trunk Sells It for \$4000

A small town barber discovered an old copy of "Pilgrims Progress" in a trunk that had been unopened for years. He hoped to sell it for a few dollars. Imagine his joy when he was offered more than \$4,000.00 for that one book. This is cited from rare book annals, as one of the many such cases. The American Book Mart, Nationally known buyers of old books, will pay \$4,000.00 for each copy of the same edition. They buy thousands of dollars worth of books annually — they want certain old school books, Bibles, story books, poetry, histories, travel, almanacs, letters, newspapers, magazines, etc. Many books, even as recent as 1931, wanted. A single book hidden in your old trunks, attic or basement, may bring you \$25, \$50, \$100, \$500 or even \$5,000 each for certain books. Better investigate now! Send 10c today to American Book Mart, 140 S. Dearborn St., Dept. 297 Chicago, Ill., and they will send you latest list of old books they want to buy and cash prices they will pay!

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Costs no more (often less) than ready-made hearing aids.

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- Smaller—Lighter
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Room PS-2113, Washington, D. C.

## A BAS BIG BOTTLE

"The big family size your grocer sells for fifteen cents (plus deposit) would be barred on sight from any self-respecting waiter's tray."

The above quotation is from the June issue of *Fortune*.

If no self-respecting waiter will carry a big family size bottle on his tray, how can a hostess of elegance place such a bottle upon her table!

Gentility calls for the elegant individual service—really, Billy Baxter service, in the small clear bottle.

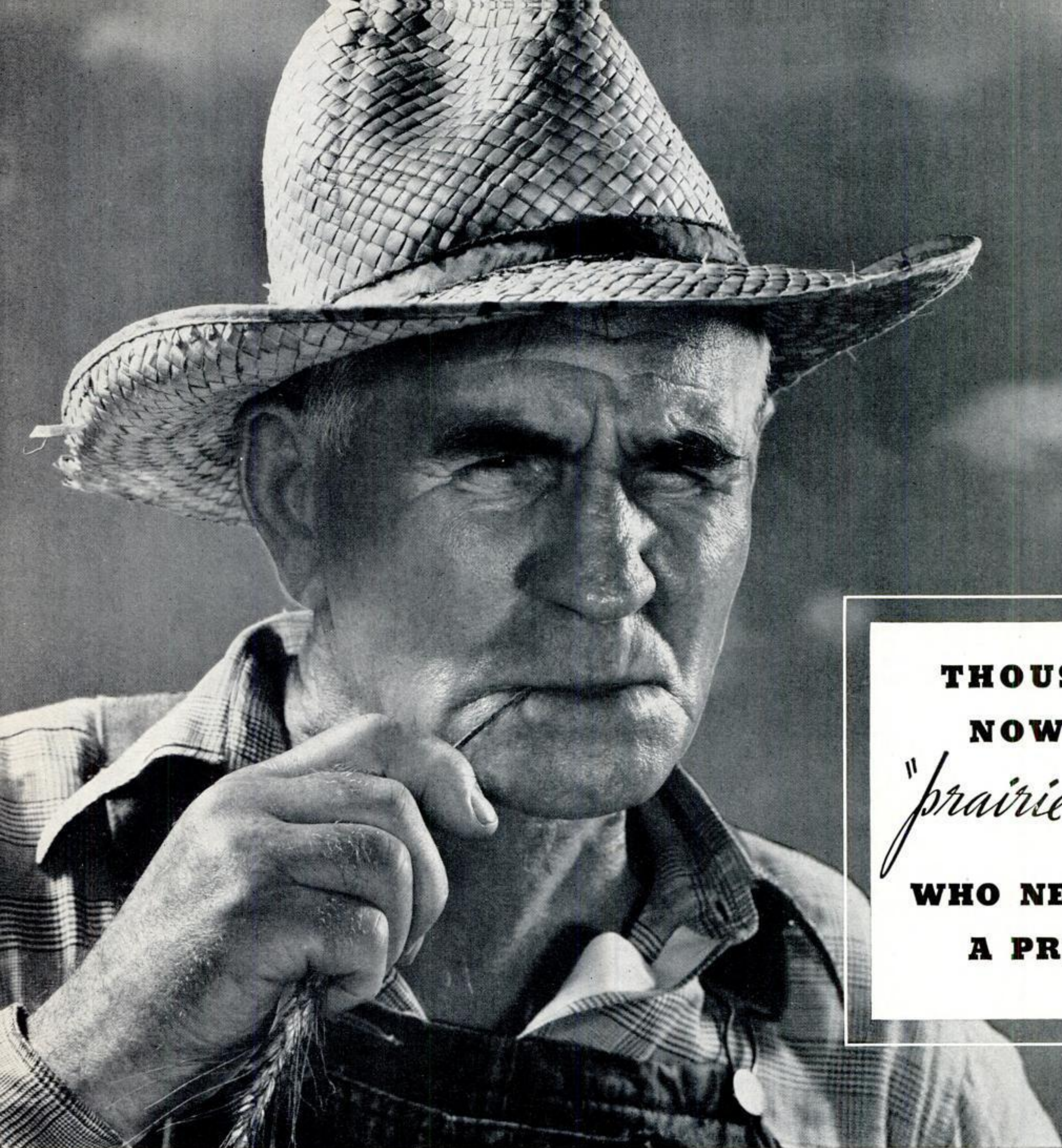
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QUININE SODA  
CLUB SODA  
SARSAPARILLA  
GINGER ALE

America's one line of carbonated drinks made fine regardless of cost for fine trade.

Booklet tells all.

RED RAVEN, CHESWICK, PA.





**THOUSANDS  
NOW GET**  
*"prairie squint"*  
**WHO NEVER SEE  
A PRAIRIE**

**O**UT on the winding open road and in the thick of city traffic you have undoubtedly noticed that some motorists squint through their car windows, while others sit back calmly and gaze serenely on the passing parade. Personal characteristics, habit and other factors may be responsible for this difference, but often it is due simply to the fact that ordinary wavy window glass is used in the Safety Glass in some cars, while in others the Safety Glass is made entirely of the finest polished PLATE Glass. ¶ All window glass, regardless of the scrupulous

care with which it is manufactured, has an unavoidable wave; and when sheets are laminated, as in Safety Glass, the vision is distorted and eyestrain, fatigue and unbecoming squint frequently result. ¶ On the other hand Safety PLATE Glass is first carefully ground to eliminate waves, and is then painstakingly polished to a mirror-like brilliance. Its greater clarity and freedom from waviness minimize eyestrain and fatigue; and its sparkling beauty lends distinction to your car—adds immeasurably to your pride of ownership. ¶ Before you buy a

new car make sure that it has Safety PLATE Glass in every window. Many car manufacturers, continuously striving to bring added comfort, enjoyment and satisfaction to motoring, are now completely equipping their cars with Safety PLATE Glass at no extra cost to you.

. . .

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**FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.**



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## Streamline Your Waistline!



## PARIS GARDS

with **2** Snap-on  
interchangeable  
pouches... \$2

You'd gladly pay extra for this needed, NEW improvement—yet it costs you nothing. Paris provides two detachable pouches—making one garment do the work of two—permitting frequent changes; affording required convenience; prolonging wear, too. The firmly knit PARIS elastic waistband holds you in properly—firmly—comfortably. Reduces waistline—makes walking a pleasure—relieves that tired feeling—helps correct slouching posture. Removable front and back waistline boning prevents rolling. Paris Gards—with two interchangeable Snap-on pouches—off and on in a jiffy—only \$2.

You'll enjoy Paris Gards for daily wear. You'll feel and look better—trimmer. Made by the makers of Paris Garters—Suspenders—Belts—that means Tops.

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1155 West Congress Street, Chicago, Illinois  
Please send me.....PARIS GARDS at \$2 each  
Waist size.....Enclosed is Check.....  
Money Order.....Currency.....for \$.....  
Name.....  
Address.....  
Dealer's Name, please.....

# PICTURES TO THE EDITORS

## WILLIAMSBURG GRAVEYARD

Sirs:

While a student at William & Mary, about 1930, I had occasion to take the enclosed photograph (right). At that time the Rockefeller Restoration of the City of Williamsburg was at its height. A high fence surrounded this property, and the small entrances were guarded by armed watchmen. My curiosity was aroused to such an extent that I climbed a nearby water tower. One of the watchmen noticed my camera and shouted at me to come down. He drew a revolver and pointed it at me. On the way down, I raised my camera and took this shot.

The picture shows several rows of graves being uncovered. As I understood it, the Restoration authorities were loathe to give their excavations among the dead any publicity. Had the inmates of these graves turned out to be the forefathers of the present residents of Williamsburg, ill will might accrue from the disturbance of ancestral bones.

This is the first time that this exclusive picture has ever been published.

GEORGE O. BAER  
New York, N. Y.



## CAPITOL FIRE

Sirs:

Here is a picture of the Capitol fire that I took on Sept. 12. I was lucky. I happened to arrive in Washington that day to pass my vacation. The first thing I did was to go to the Capitol when all of a sudden the fire.

The damage was estimated at \$1,500 which the air-conditioning system contractor had to pay for. They had some cork piled up under the stairs that caught fire. It was put under control in 15 minutes.

ALPHONSE RUITORT  
New York, N. Y.



## BABY IN JAM

Sirs:

Look what happens when William Donald Mason gets into a bowl of jam.

BILL MASON

Photo Department  
Atlanta Georgian  
Atlanta, Ga.



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**FUN AFTER SUNDOWN, TOO!**



OF COURSE you want to de-frost in Southern California sunshine...play golf in shorts, sail to a tropic isle, climb mountains, prowl through old '49 ghost towns, bicycle and swim in a desert oasis, and explore orange groves, oil wells, the harbor and hundreds of places that make Southern California an experience you'll never, never forget.

But you'll have fun after sundown, too...dancing and dining in the favorite night clubs of famous movie, stage and radio stars...attending sneak previews of 1938's smash hits...dining in Mexican Olvera Street...watching your favorite radio star broadcast from Hollywood, or viewing from a mountain top the lights of Los Angeles, Beverly Hills, Pasadena, Glendale, Long Beach, Pomona, Santa Monica and scores of other cities in Los Angeles County and its neighbors. Day *and* night you can have the time of your life in Southern California.

Even from New York, all this is just overnight by plane; 2½ to 3 days by train, 5 to 7 by auto or bus; 2 weeks by ship via Panama. Vacation costs here average 22.8% under those of 20 other leading U. S. resorts.

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*The birth of the  
Side Car*

84 PROOF

Legend has it that this smartest cocktail of two continents was created by accident. An innkeeper in France, excited by news of damage to his side car, combined separate orders of Cognac Brandy, Cointreau and lemon juice into one. Voila! What a happy error . . . what a delectable drink for you . . . with the quality, bouquet and "clean" taste of Three-Star Hennessy!

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Brandy Sour	Brandy-and-Soda	<b>SIDE CAR</b>
Brandy Flip	Old-Fashioned	1 part Three-Star Hennessy
Brandy Fizz	Pousse Cafe	1 part Cointreau
Brandy Daisy	Stinger Cocktail	1 part lemon juice
Mint Julep	Brandy Cocktail	Shake well in broken ice and strain into cocktail glass.

Distilled and bottled at Cognac, France. **JAS HENNESSY & CO** Established 1765.  
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## PICTURES TO THE EDITORS

(continued)



### TEXAS FACE

Sirs:

Enclosed is a photo of myself (above). I claim to be the best imitator of Popeye and I use no make-up. Just natural.

J. M. TABER

Aransas Pass, Tex.



### CALIFORNIA FACE

Sirs:

Enclosed find photos of a friend, Mr. John Wagstaff of this city, who has a face that he can readily screw into various positions and shapes. He does not use



any artificial make-up or teeth removing. It's just a natural face that he brought into this world. Mr. Wagstaff is a respected businessman of this city.

JOS. W. STENGER

Pasadena, Calif.



### WHAT A SENATOR'S WIFE DOES

Sirs:

I think I've got the answer to the old question of what does a Senator's wife do while the Senator is speaking to John Public. At a Republican meeting in the little town of Jacksonville, Me., early this



month, I caught Mrs. H. Styles Bridges, wife of the New Hampshire Senator snapping pictures (left) of the old Methodist Tabernacle where the meeting was held, while her husband talked with the Maine voters (right).

ROBERT W. BROWN

New York, N. Y.



In a World's Series it's

# TEAMWORK

...and that's what makes every N. H. M. HOTEL great, too!

A team of stars, playing as one man, makes an invincible combination in a World's Series. In our own business similar team play has won the National American pennant for each of our nine great N.H.M. HOTELS. This teamwork, by everyone from doorman to manager, is the reason why our guests find N.H.M. service so uniformly pleasing, N.H.M. food so delicious, and every N.H.M. HOTEL so thoroughly satisfactory.



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**IN NEW YORK • Belmont Plaza...**Richard E. Daley, Manager. Lexington Avenue at 49th Street. 800 rooms with both tub and shower bath and radio, from \$3.00. Home of the famous new Glass Hat.

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**IN CHICAGO • Congress Hotel...**John Burke, Manager. On Michigan Boulevard, overlooking Lake Michigan. Big, comfort-planned rooms, from \$3.00 a day. Be sure to visit the famed Congress Casino.

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**IN DALLAS • Hotel Adolphus...**Otto Schubert, Resident Manager. 825 rooms with bath. Rates from \$2.50 a day. Home of the glamorous new Century Room.

**IN MINNEAPOLIS • Hotel Nicollet...**Neil R. Messick, Manager. Minneapolis' most beautiful hotel. 600 large, modern rooms. From \$3. New Minnesota Terrace and Jolly Miller Cafe.

**IN THE WHITE MOUNTAINS • Eastern Slope Inn...**Carl O. Randall, Manager. Located at North Conway, N. H., skiing center of New England. Winter and summer sports. Rates from \$8.00 a day, American Plan.

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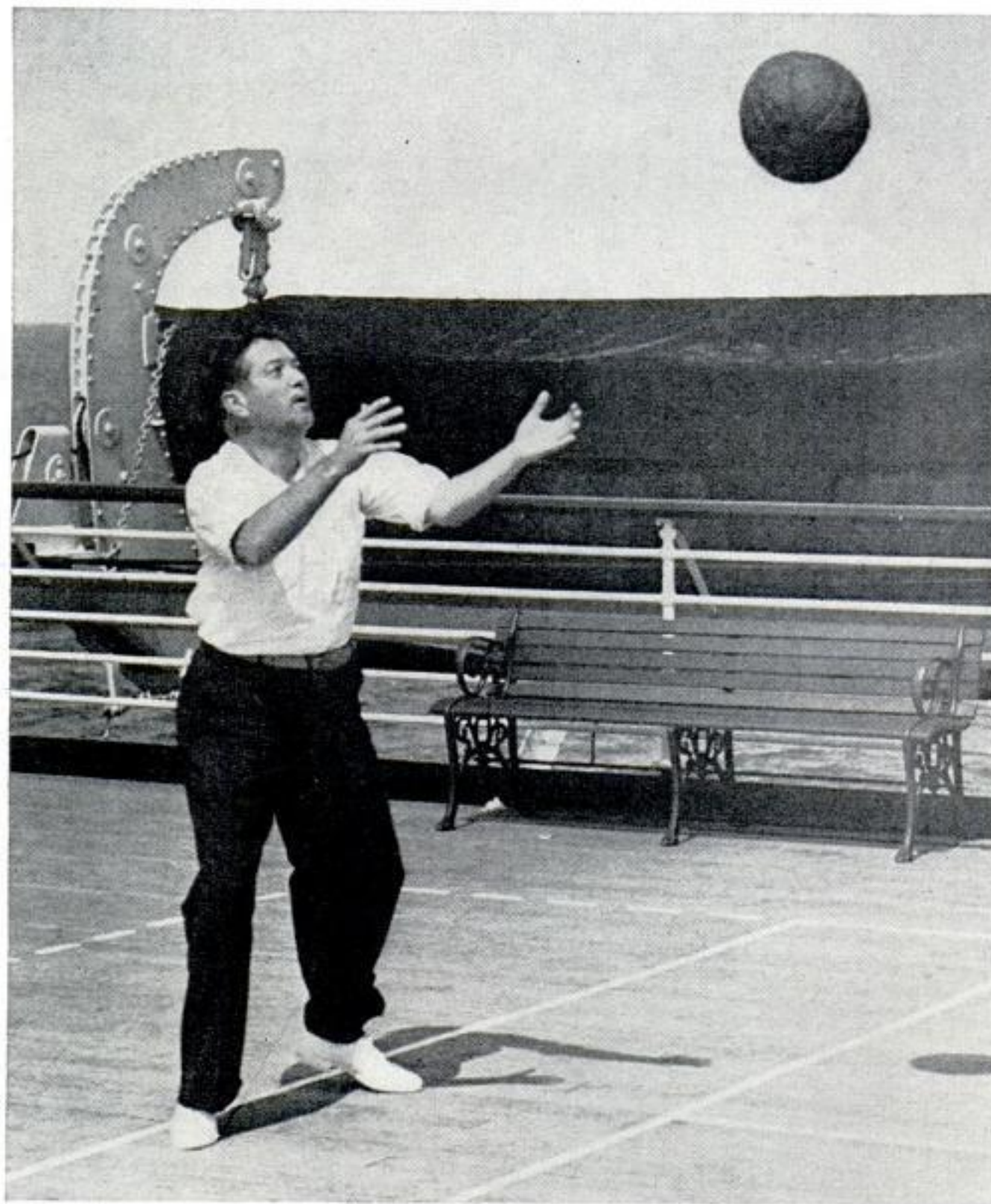
Makers of Paris Suspenders,  
Belts and Gards



**PARIS**  
**GARTERS**  
NO METAL CAN TOUCH YOU

**PICTURES TO THE EDITORS**

(continued)



**LA FOLLETTE AT SEA**

Sirs:

This shot of Senator Bob La Follette of Wisconsin aboard the *S. S. Washington* recently I am sending to you, as I believe it shows good action. The Senator was very quick at the game and liked it

very much since he never played it before.

The picture was taken with a Contax Camera F:1.5 Summar Lens—at an F:8 opening, Agfa Superpan film, at 1/500 of a second.

JOHN PELLICAN, Photographer  
*S. S. Washington*



**ARTILLERY SELF-PORTRAIT**

Sirs:

The photographs of National Guard Artillery in your issue of Aug. 9 were very interesting to all artillery men. I enclose a picture as I have never seen published a picture of a cannon firing at night lighted by its own blast. The

gun in this case is a British 75 mm. modified by balloon tires. Note the "pimp" of the tube, in this gun below the recoil cylinder, due to the force of the recoil when fired.

GEO. B. McREYNOLD  
Capt. 13th Field Artillery  
Schofield Barracks, T. H.

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*moves smoothly  
pleasantly at*  
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*Cleveland*

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EYES**

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*ibath* is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1833. You can safely use *ibath* as often as you like in Hay Fever.

Your druggist sells a tall bottle of *ibath* for 50 cents. An eye-cup comes with every bottle.

McKESSON & ROBBINS

***ibath***

**JANE DARLING—**

How can I ever thank you enough for suggesting Cuticura Soap and Ointment for my blackheads and coarse pores. These beauty-robbing faults don't last long once Cuticura gets to work. The whole family uses it now. Always, Mary. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 42, Malden, Mass.



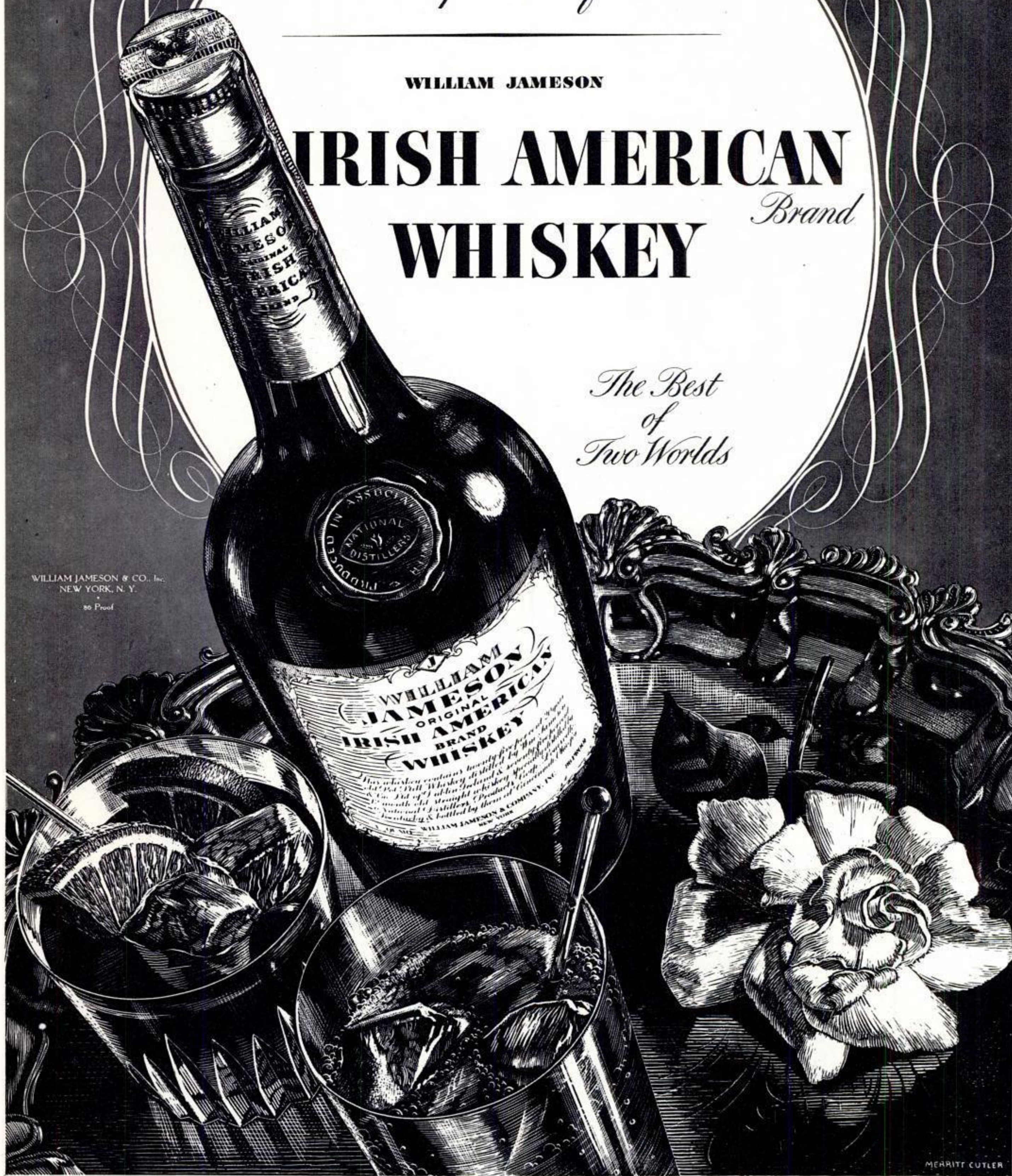
*American for Flavor  
Irish for Bouquet*

WILLIAM JAMESON

# IRISH AMERICAN WHISKEY *Brand*

*The Best  
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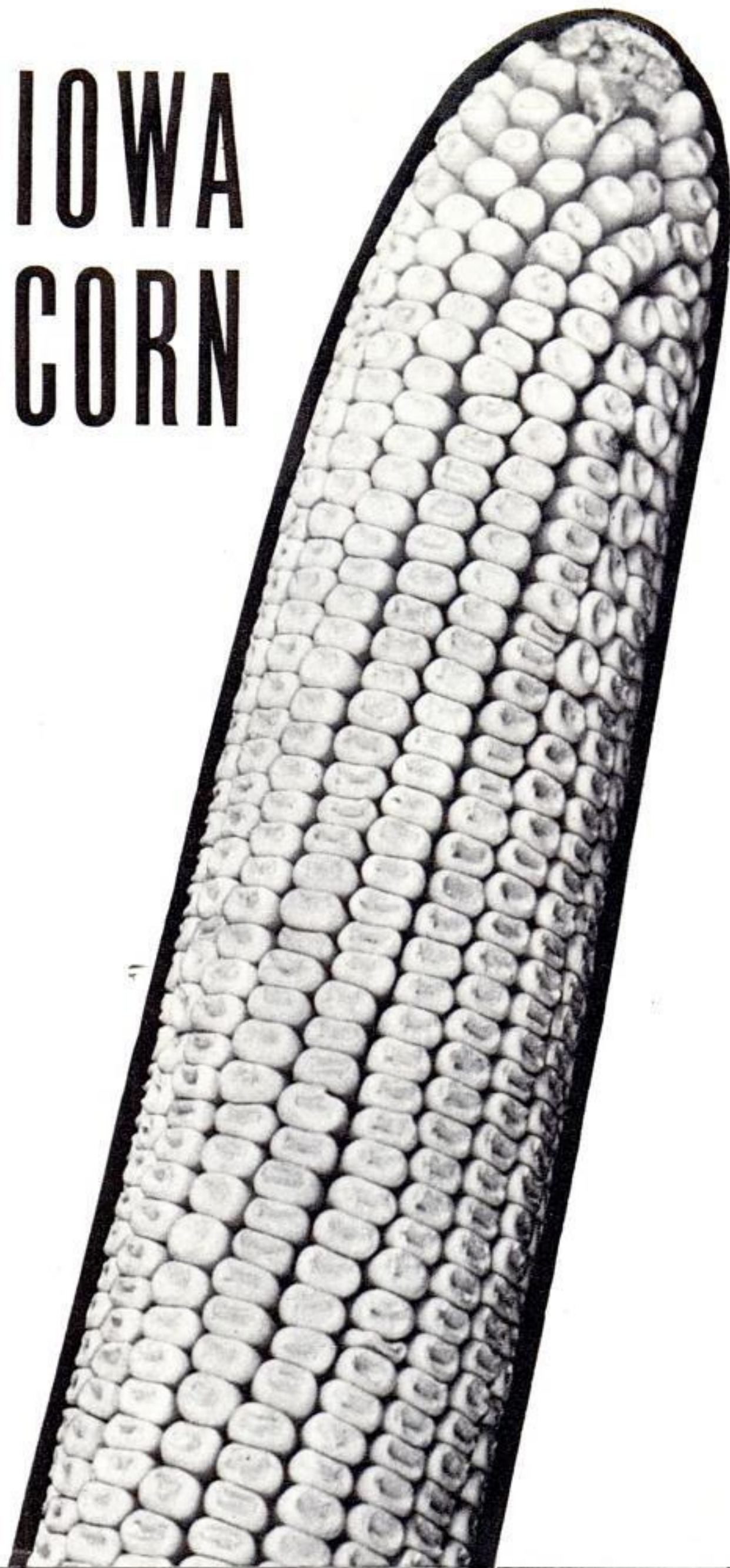
WILLIAM JAMESON & CO., Inc.  
NEW YORK, N. Y.  
80 Proof



MERRITT CUTLER



# IOWA CORN



IOWA'S 1937 corn crop is the third largest in the history of the state . . . ample provender for countless herds of swine and cattle selling at five year price peaks . . . assurance of \$600,000,000 farm income during this year.

Connecting link between this rich purchasing power and increased sales for alert advertisers is the more than 300,000 circulation of The Des Moines Sunday Register, reaching half the families in Iowa\*, turning a whole state of two and a half million people into a single SALES CITY at lowest milline rates in Iowa (\$1.76).

\*Likewise, half the goods on Iowa store shelves bear an invisible tag: "To be bought by a reader of The Des Moines Sunday Register."

## PICTURES TO THE EDITORS

(continued)

### BOY QUIN

Sirs:

The slight redness you saw was a reflection of my face when I learned that one of our little "Quin-Twins" was a boy (LIFE, Sept. 6). You will recall you published pictures of this Toledo News-Bee event. But like many a good-natured hoax, this one turned out to be very funny. Because little "Joan Jean" Leonard is such an attractive little boy. I am sending you a picture of him (left).

PAUL EVENSTAD,  
Managing Editor

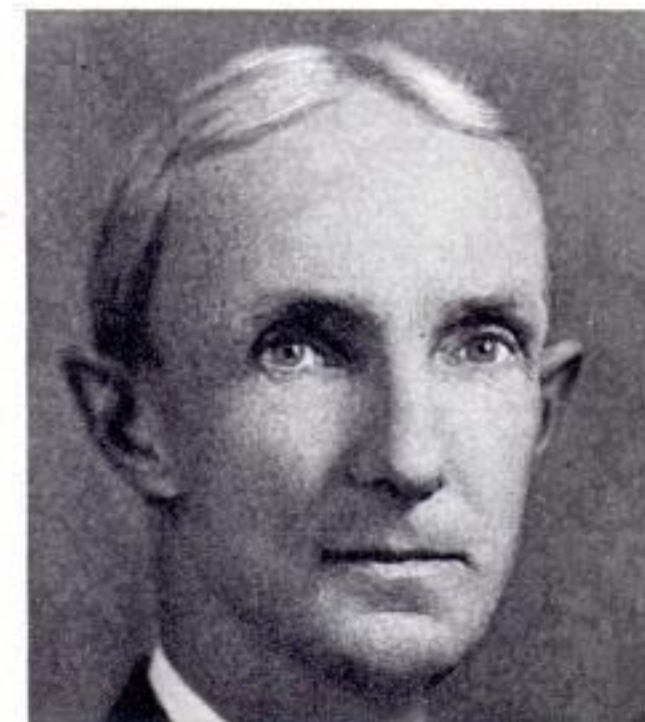
The Toledo News-Bee  
Toledo, Ohio



### "GOSH AWFUL"

Sirs:

Thanks for LIFE, Sept. 13, but no thanks for the gosh-awful shot of me (left) which friends all over the country



are beginning to "rag" me about. It's tough to be handed down to posterity looking like that!

F. M. VAN HORN  
Milwaukee, Wis.

Mr. Van Horn contributes the non-candid portrait of himself at right—ED.



### TEXAS SCHOOL OPENING

Sirs:

It occurred to me that these pictures of the opening of the New London school would be interesting in view of the wide publicity given to the tragic explosion there, March 15, when 280 children lost their lives. More than a thousand children enrolled. No mention was made of



the community's disaster at the opening exercises. A new \$300,000 junior-senior high school is under construction. Meanwhile classes are held in temporary buildings (left). The boy on crutches (right) who lost his leg in the explosion is back taking post-graduate work.

CAROLYN RAMSEY  
Marshall, Tex.





*30<sup>th</sup> Anniversary Value*

## ANOTHER NEW HOOVER CLEANING ENSEMBLE

— at a new low price



Last year Hoover startled the country with a totally new conception of cleaning—the ensemble idea in a lighter-weight, magnesium-built cleaner of ultra-modern design. Now, on its 30th Anniversary, Hoover introduces another Cleaning Ensemble—at a new low price. A cleaner for both rugs and furnishings—instantly convertible. Handy Cleaning Kit, plug-in tools, visible rug adjustment, Dirt Finder and exclusive Positive Agitation. Your leading store has it. A Hoover man will call soon to show it. New Hoover Model 25 Cleaner, **\$65.00** Cleaning Tools, \$14.50.



Shift from rug to furniture cleaning in a jiffy. Just plug tool connector in the slot in the side of the cleaner—without stopping motor. Tools for every cleaning need in Handy Cleaning Kit.

Hoover One Fifty Cleaning Ensemble, Cleaner, \$79.50. Cleaning Tools, \$16.50. Hoover "300," Cleaner, \$49.75. Cleaning Tools, \$14.50. You can buy a Hoover for a small down payment and as little as \$1.00 a week, payable monthly. Small carrying charge on easy terms.



Guaranteed to prolong the life of rugs. Sold only by reliable local merchants

IT BEATS • AS IT SWEEPS • AS IT CLEANS





“This is Tops!”

**5¢**  
2 GLASS SIZE  
10¢  
FAMILY SIZE

THE **R-J** ON  
THE LABEL IS FOR  
YOUR PROTECTION  
—A GUARANTEE OF  
REAL  
**Root Juices**  
IN HIRES ROOT BEER

The *Natural Flavor* of real Root Juices makes Hires more delicious than imitation root beers


**N**OW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful...all the time...everywhere...at home or office, while shopping or driving...for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

*It tastes so good - It's good for you*

The Charles E. Hires Company, Philadelphia.



*American since WASHINGTON's friends first relished it*

 WELCOMED to Mount Vernon, Washington's friends were privileged to refresh themselves with marvelously good American straight rye. There it was first made for the plantation's private stock. To our day it remains the true American whiskey for Americans — distilled with a care worthy of its distinguished name. It is full 100 proof, and bottled in bond under U. S. Government supervision, according to the strictest requirements of any nation in the world.

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TASTE that smokers like  
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